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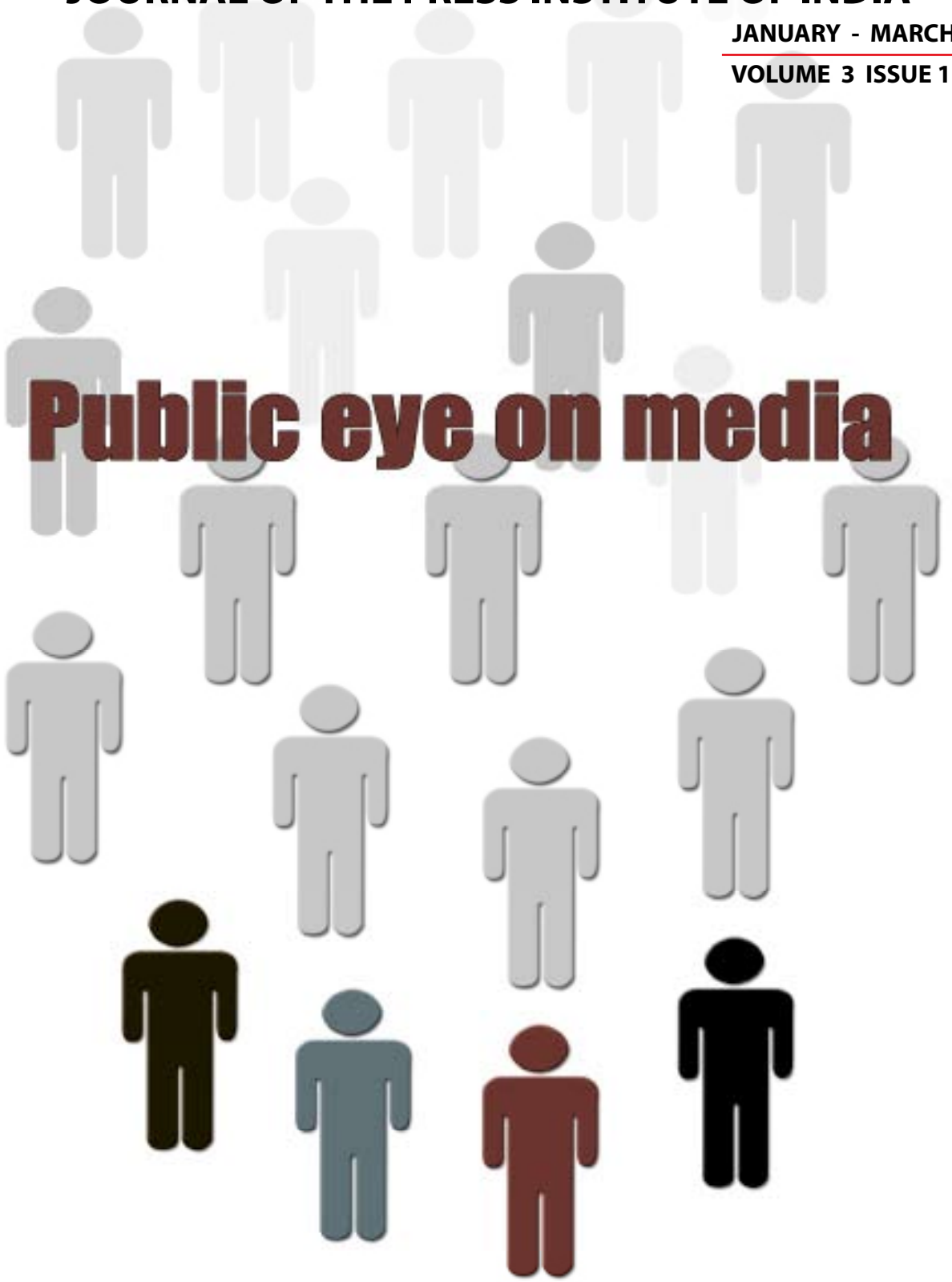
Public eye on media



Media must be above criticism

Dear Reader,

The fourth pillar of democracy is being attacked from all sides. This is a sad state. While the "paid news" syndrome is really disturbing the "tapes affair" have added great anguish. There is a charge from some quarters that media reports are centered only on controversies rather than on factual accounts. A senior journalist of four decades of experience laments over the present day reporting of journalists and wants the leaders of media organizations, both print and electronic, to put together their heads to reorder the news values with accent on constructive news by playing up socio-economic development and playing down petty politics.

It is an unquestionable fact that with the advent of electronic media the main source of income that sustains media houses is terribly eroded. This has forced media houses to resort to all sorts of gimmicks to attract readers and thereby advertisers for sustenance of the business. In the process a big drift in the standards and values practiced by media houses has been created and is very visible these days. National cause and outlook are missing but sensational news and gossips occupy the pages of newspapers every day. Media houses certainly need increased revenue to modernize their plants, employ professionals of impeccable stature to write on issues of relevance and importance and face challenges in the price of their input costs. All these must be achieved without a blot on their credibility. There cannot be a second opinion on this.

Gandhiji said that the goal should be pure and the means adopted to reach the goal should also be pure and clean. How relevant it is today to media houses, and in particular to journalists who struggle to earn a good name for them and to the media houses in which they are employed. Journalists must be well aware of their social and moral responsibilities as a journalist in a democratic society.

There is strong feeling among the general public that the profession of journalism that is being practiced today needs self introspection. Democracy survives in India because of a free and fearless press that disseminates news and views to the common man, exposing the mistakes of the executive and government. Media is the true representative of people to voice their protest and concern on important issues and therefore must be above criticism. Otherwise on what moral authority media can exercise its responsibility. It is high time owners of media houses, editors and senior journalists take up the matter seriously and find a solution.

V. Murali
Editor

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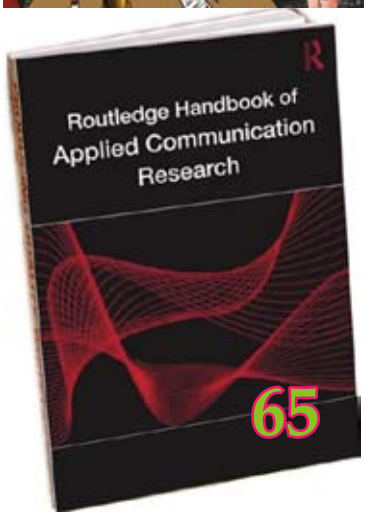

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Embarrassing Moments for the Media

Did the journalists whose conversations with the lobbyist were recorded maintain that distance necessary for independent journalism, challenge or question the lobbyist's viewpoint even if ever so politely or give any indication other than that they were wholly persuaded? Most of those figuring in the tapes do not

N. Ravi

Editor, The Hindu, Chennai and a Board Member of the International Press Institute

Autumn 2010 has been a season of political storms in India, and the media finds itself in the midst of a controversy, with its role and ethics under public scrutiny. In the centre of it all is a massive corruption scandal over the allocation of radio frequency spectrum to mobile telephone operators at 2001 prices in 2008 leading to windfall gains to the telephone companies and a corresponding loss to the exchequer that the government's auditor estimates at between $12.8 and 39.3 billion.

Evidence of the wrongdoing had been surfacing in the media since April of this year, but it was only in November that it became a full-fledged political scandal when recorded telephone conversations came to be placed in the public domain showing how a lobbyist, businessmen, political officials and civil servants sought to influence public policy to the advantage of a few telephone companies. The immediate fallout from this has been a crippling of the polity. It has seen, among other things, an investigation of corruption by the federal investigative agency, the Central Bureau of Investigation (CBI); a petition in the highest court of the country, the Supreme Court, alleging a massive cover up and that the investigation was being conducted in a non-serious manner; the resignation of the minister for telecommunications and raids and seizures of documents from his house; and a paralysis of parliament over the demand of the opposition parties for a special committee to investigate the scandal that the government is unwilling to accept. Suspecting a massive tax fraud including the flow of unaccounted money from the underground or black economy out of the country, typically to Mauritius, and coming back as "foreign investment," the income tax department, after obtaining authorisation from the home secretary, tapped the telephones of a lobbyist, Niira Radia, and her associates over two periods from September to December 2008 and again from May to July 2009. In all, over 5000 conversations were recorded that indicated tax fraud and how the lobbyist and her associates "not only manage the media but as per conversations apparently try to influence policy decisions of various government departments to suit the commercial requirements of their clients," as the income tax department put it. The department handed an analysis of the conclusions it could draw from the conversations and the recordings themselves to the CBI after it took up investigation of the spectrum allocation case in October, 2009.

News about the tapes and what they reveal was published in the Pioneer newspaper in April of this year but the issue came to the fore after two national publications, Open magazine and Outlook magazine, placed the recordings of 140 of the conversations on their website. In this company of the lobbyist, her associates, businessmen and political officials figure over 15 journalists, including some well-known names, and their conversations open a fascinating window to the high pressure management of the media. Almost all the journalists involved come out of it with their independence seemingly compromised.

It is not clear though that only those journalists who figure in the tapes alone must be judged harshly, and two caveats need to be entered. What we have now are the conversations of some 15 journalists and worse things could have happened elsewhere that we do not know anything about as of

now. Secondly, there is no talk or even a hint of any money changing hands or any other form of overt corruption, which would be some consolation if one were to set the bar low. The absence of any talk in the tapes indicating corruption does not, however, mean that corrupt practices did not occur.

When the tapes of the journalists' conversations came into the public domain, the media dealt with the issue in varied ways. A few publications and television networks covered the original spectrum allocation scandal and the journalists' tapes with equal rigour. Others who covered the spectrum scandal rigorously kept off the issue of journalists altogether, perhaps because they were connected with the particular organisation or over doubts about the tapes themselves. A handful who were soft in dealing with the broader spectrum issue were harsh on the journalists.

The question was also raised whether any of the tapes should have been placed in the public domain by the two magazines. One of the country's leading industrialists, Ratan Tata, said it was a breach of his privacy and voyeuristic to have published his telephone conversations that were recorded for the specific purpose of a tax enquiry and could not be used for any other purpose. That the recordings by a government agency was leaked was in itself regarded as objectionable and prompted an enquiry by the government into the source of the leaks.

Two separate though related issues were being raised here: the issue of leaks from within the government that was really an administrative problem and the propriety of the publications that obtained the recordings to have published them. So far as publication was concerned, clearly an overriding public interest was involved in the issue of spectrum allocation and the resultant loss to the government. And almost the whole of the conversations, except for minor snatches that related to gossip about third parties or to personal small talk, touched on public policy issues such as the pricing of gas and government formation. If the lobbyist and her work were unorthodox and tainted inputs that went into the shaping of public policy, the public had the right to know about them.

A related issue raised by some, including the journalists involved, was whether it was fair journalism to have published the tapes before talking to those who figured in them and getting their side of the story. The two magazines pointed out that in this breaking story they were seriously constrained by time and in any case the versions of the journalists involved were published very soon after. It was also significant that the authenticity of the recordings was not denied by any of those involved. It was argued with some justification that in a sensitive story of this type the contents could not have been revealed to anyone without alerting all the players involved and risking legal and other attempts to stop publication. Journalists by the very nature of their profession stand for openness and the right to information from public authorities and there is something incongruous in claiming the right to privacy when their own professional conduct was involved. Their professional conduct even in their unguarded moments should ideally stand the test of public scrutiny and it is this test that most of the journalists involved failed. In the general perception that came through repeatedly in reactions to the publication, journalists had failed to meet the standards that they demanded very often of public officials. The conversations raise several questions of media ethics, among them the dirty hands problem: could political journalists use lobbyists as legitimate news sources and avoid compromising their integrity and independence. The issue is complicated by the fact that lobbyists move seamlessly among politicians, businessmen, civil servants and the media and their inputs go into the shaping of public policy. In a milieu where appearances and public pronouncements could be misleading, it may be important to get to understand the forces at work and the behind the scenes deal making, and for this what better sources could there be than lobbyists? Yet there is something inherently distasteful in using paid lobbyists with their own interests to promote as sources of political news. Lobbyists, by the very nature of their work, would consider journalists fair game in their deal making activity and would consider the normal journalistic virtues of objectivity, fairness and getting all sides of a story more of a hindrance.

The challenge then is to get the lobbyist's viewpoint or information without being persuaded to follow a line that one may not follow in the normal course. A lobbyist could provide one input among many that go into the making of a news story. Did the

journalists whose conversations with the lobbyist were recorded maintain that distance necessary for independent journalism, challenge or question the lobbyist's viewpoint even if ever so politely or give any indication other than that they were wholly persuaded? Most of those figuring in the tapes do not.

A subsidiary issue here is that a corporate lobbyist representing some of the largest businesses in the country trying to sort things out between the major national party, the Congress, and its regional ally, the Dravida Munnetra Kazhagam (DMK), would in itself be big news. The journalists whose help the lobbyist sought in reaching a message to the Congress did not report this story. If one were to view it slightly differently, should a journalist put himself in a position where he would be unable to report such a major story because of his own involvement or because of a sense of owing something to a source?

A second ethical issue that arises is if journalists could act as messengers between political players and lobbyists. In the tapes, two of the journalists, Barkha Dutt and Vir Sanghvi, agree to pass on messages on behalf of lobbyist Niira Radia to the Congress party to help break an impasse in the party's talks with its coalition partner, the DMK, during the process of government formation after the national elections of May 2009. They also report back to the lobbyist about what the Congress party functionaries feel about their relations with the DMK.

Were a journalist to act as a messenger between lobbyists and politicians, it would be an obvious breach of professional journalistic conduct. Apart from it being no part of a journalist's business to carry messages, it would amount to an abuse of privileged access to a political contact that comes from being a journalist. No one has offered any defense of journalists acting as agents or messengers of lobbyists, but the two journalists involved have denied having actually conveyed any message to the Congress party officials. They insist that the lobbyist was a useful source of news about the DMK and they were merely stringing her along. This again raises a new issue: when is the practice of deception in gathering news legitimate? While complete honesty is the general rule, there are well recognised exceptions as in the use of sting operations. Stringing along a source could have possibly been justified if the journalists had planned to write a story on the role of the lobbyist which they did not.

A third and equally important issue of professional conduct touches on how much the journalists are influenced by the lobbyist. At the time of the conversations with the journalists, the lobbyist was trying to influence media opinion in favour of two of her top corporate clients, the Tata group and the Reliance group of companies. Reliance headed by Mukesh Ambani was engaged in a bitter conflict with the group of companies headed by his brother and had just lost a battle in the Bombay High Court over the pricing of gas. The lobbyist was seeking to persuade the media that the court order on the low pricing of gas that Reliance was to sell to the brother's group was flawed as it was based on a family memorandum signed by the two brothers rather than on a proper allocation of a natural resource on the basis of public policy in the national interest. In the tapes, one of them, Vir Sanghvi, asks the lobbyist what exactly she wants him to write in his column rather than what her case or viewpoint is. The discussion goes into detail of what to write and what not to write. In the course of the conversation, the lobbyist repeatedly makes the point that the coal, iron ore, gas and radio frequency spectrum were all valuable natural resources and their allocation and pricing should be left to public policy rather be decided by a court or by some family arrangement between brothers. And this view finds a faithful echo in Vir Sanghvi's column the very next day.

While a hearing of the tapes conveys the impression that the columnist is allowing himself to be dictated to by the lobbyist, Vir Sanghvi himself asserted that he felt the same way on the gas pricing issue – that a family understanding on the pricing of gas should not be allowed to override public policy. On reading the column, the lobbyist and her associate are mightily thrilled both at the success of their lobbying efforts that would be recognised by those in the know and at the viewpoint itself that suits their case. There is also another conversation in which the same journalist appears to agree to do a television interview with the head of the Reliance group on the basis of pre-arranged questions that would also be rehearsed. In the light of these controversies, Vir Sanghvi has suspended his column for the time being.

Other journalists who figure in the conversations also appear to be overly influenced by the lobbyist and only in one case is there an adversarial episode, with a journalist enquiring about a deal involving the Tata group and refusing to take at face value the lobbyist's denial. On the one hand, the tapes provide a detailed view of the working of a sophisticated lobbyist who uses flattery ("I have heard so much about you" or "I have told him (Ratan Tata) about you"), offers of privileged access to top businessmen, promises to bring in corporate executives for television discussions and just plain business gossip directed against her clients' rivals. Only in a couple of cases does she appear to hold out the threat of her corporate client dealing appropriately with a media house and of cutting off access to an offending journalist. Most of the journalists who figure on the tapes seem to be "negative examples" of how not to deal with a lobbyist.

The conduct of journalists as revealed by tapes has led to a debate within professional bodies such as the Editors Guild and calls for an effective code of conduct for journalists. The tapes have possibly resulted in some erosion of the media's standing among the public, which needs to be reversed if public support is to be forthcoming for the extension of media freedoms. ■

** Article contributed to International Press Institute Publication.*

Media Education & Industry Linkage

Media, too, began with the noble mission of imparting education, information and entertainment but has now turned into this gigantic industry of unprecedented proportions. When and how did that transition occur is a dilemma but the indications are clear that the objectives of media have turned topsy-turvy and have become entertainment oriented

Dr. Kamlesh Singh Duggal
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We know that education is universally recognized as the most crucial input in a developed society. Education is the manifestation of human intelligence. It brings enlightenment. It opens your mind to vast horizons of knowledge and information. Education also completes a man and above all, it is education that teaches him to earn his bread and butter in a dignified way.

The current mediascape is characterized by the existence of media conglomerates, cultural homogeneity and imperialism. In such a scenario, it is education that makes you smart enough to develop a spirit of logic and reasoning to seize future opportunities, explore unknown

arenas and foster a unique sense of inquisitiveness. It also equips you to tackle unforeseen threats. It sharpens the rough edges to produce students of high caliber, who can easily cut through the prevailing perils in media.

The aforesaid claims of media academia have been tall and mighty. They talk of working very hard towards the overall development of would-be media professionals. But whether the results match the standards set by this competitive industry is debatable. The claims are rubbished by those who actually operate the media. As a consequence, the gap between the two poles has widened like never before. Modern day expansion of media remains a testimony to the fact that the ever increasing appetite of the media calls for increased proficiency and competency at every level.

Media Academia Vs. Media Industry

The definition of the word industry, as per Oxford dictionary states that it is an economic activity concerned with the processing of raw materials and manufacture of goods in factories. Media, too, began with the noble mission of imparting education, information and entertainment but has now turned into this gigantic industry of unprecedented proportions. When and how did that transition occur is a dilemma but the indications are clear that the objectives of media have turned topsy-turvy and have become entertainment oriented. Knowledge and information are being mass produced as a 'commodity'.

However, what is taught within the 'sacrosanct' walls of educational institutions is quite in contrast with media economics. The theoretical parameters of media, disseminated through media education, more often than not come into conflict with the hardcore realities of media world. In this bitter reality, many dreams are scattered and hopes end in despair when media students find themselves still standing at crossroads after all the trouble and pain of going through examinations, not to forget the wonderful years of youth spent in classrooms, listening to all those lectures in anticipation of a better future. When the student is let loose in the actual media world, he is bewildered by the dichotomy between what he was taught and what he is to follow; for example, he finds it a shock that most of the editing symbols and software he has been practising during the course have either been done away with or replaced. He is also flabbergasted when he is a witness to the gross breach of ethics in his/her organization. He also finds himself shackled by political and other pressures, which suffocates his seemingly taken for granted right to freedom of speech and expression. Turning back to the faculty for solace and advice is also useless, as the teachers are equally helpless and in no position to right the wrong done or find a solution to it. At times they can find academic answers but in most cases where media persons speak in 'marketing lingo', the students and academia are totally out of depth. It is, indeed, a pertinent question for them whether to impart ideals to students or to teach them about the 'corrupt' reality.

It is interesting to note that the contemporary media scene in India still remains dominated by unqualified or under-qualified personnel and for such people, ignorance of media theories, laws and ethics is not a big loss since they do not have to kill their conscience while adopting wrong practices at work. When such media persons question the efficiency of the young, enlightened and qualified media students either out of envy, professional rivalry or insecurities, it is understandable. It is food for thought that the so called divide between media education and media industry may be a self created one to secure the interests of the industry, which is more than reluctant to open up to absorb ethical standards into everyday practice of everyday life and more than willing to maintain status quo. Why cannot the theories, models and paradigms be justly incorporated into the psyche of the industry is an issue that keeps bouncing back, especially in times of conflict and crisis. Don't you think that the hue and cry raised

by public over the unethical reporting of the 26/11 Mumbai carnage was vastly justified in the light of the fact that most of the reporters covering the event might not have even read about media ethics at all?

It is a fact that the industry, instead of extending a helping hand to the budding journalists, the cubs, the new entrants to the profession, is in the habit of ridiculing and discouraging them. How can they be expected to give their best when the situation is deliberately made worse for them? The young journalists are led into accepting the half baked truths and eventually choose the mid path to avoid the psychological repercussions also for the fear of losing their jobs. In this context, the statement that 'absolute power corrupts absolutely' seems fit. It is high time that the power drunk media introspects into its own shortcomings and concentrates on a more meaningful and productive content rather than blaming the weak academia.

The question of the credibility of modern media education playing a significant, crucial role in the contemporary media market raises many eyebrows. This question encompasses the effectiveness of Indian media education as a whole, the techniques of imparting diversified learning and whether the current approach to media education is pragmatic at all. Enhancing the utility of media education calls for some imperative overhauling measures of the system and to amalgamate the traditional values along with the acceptance of bitter truths, however bitter they may be and to strike the right balance between the academia and the industry, thus paving the way for a new orientation.

The current education system in India, including media education, awaits a basic restructuring to enhance its character. The academic fraternity is also well aware of its shortcomings. A few interviews conducted among the journalists, media teachers and students in Jalandhar City in Punjab highlight both aspects of the problem. Mr. Chander Mohan, Editor Vir Partap, said the academia must ensure increasing the knowledge base (especially current affairs) of the new journalists to meet the challenges of the future. A proposed solution could be revised syllabi that produce specialized graduates as well as stressing the exposure of the students to a multitude of other subjects before actually stepping into the media industry. Such a scenario calls for training with the state of the art equipment but such investment is missing in most of the Indian Universities and Colleges.

Mr. Jasdeep Malhotra from Hindustan Times, when questioned regarding the industry's requirements and expectations was of the opinion that the last semester of post graduate media courses must be of specialization; i.e. if a student is interested in print media, he must get trained with some newspaper or magazine. This would also ensure that the student is absorbed in the industry. He further added that the industry needs people who can bring in lot of advertisements. Most of the media organizations do not want qualified persons. Rather they want yes men, i.e. those who can toe their line. Print and electronic media have their own requirements but they have never discussed these with the media departments in the country.

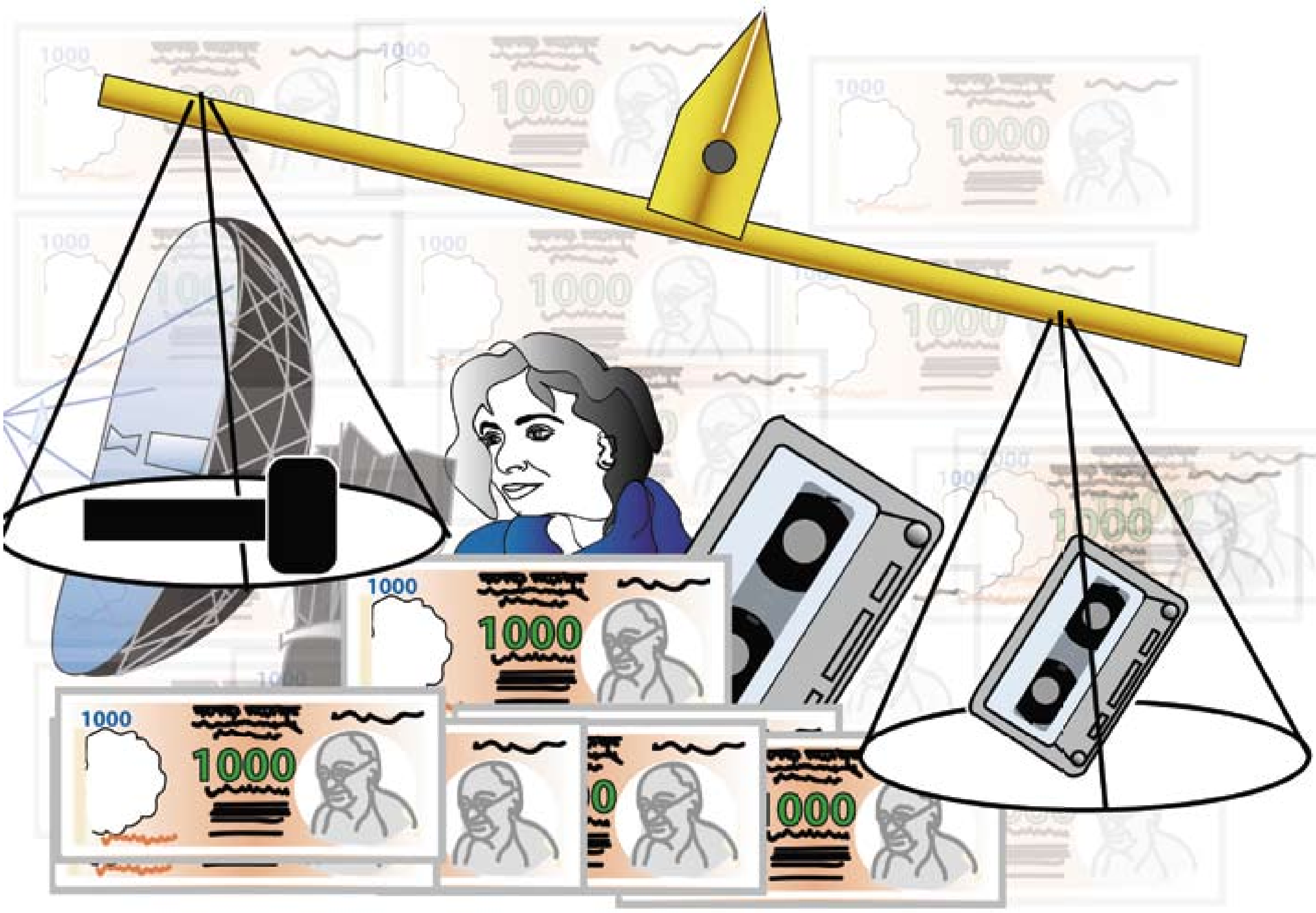
Ms. Neha Arora, a former student presently working with Hindustan Times, says that the attitude of the industry towards newcomers is unwelcoming and the universities and colleges must provide relaxation in attendance rules to students so they can easily earn while they learn - a practice frequently followed in the West. Dr. Namarta Joshi, a Senior Lecturer with the Department of Journalism & Mass Communication, Guru Nanak Dev University Regional Campus, however, disagrees saying that such relaxation of rules may lead to lack of seriousness in the students towards their studies. However, the curriculum framing can ensure sufficient training and exposure to students about the ground realities. She also commented that media lecturers should themselves have some experience of media industry or have some association with it and not merely rely on bookish knowledge. This will lead to effective media education.

Industry - academia relations can still be salvaged. It is not too late to join hands for searching for a viable solution to unavoidable confrontations. Let us face it fair and square - the industry needs readymade, creative, well versed and efficient professionals and the academia needs reasonable and assured placements of their alumni to survive the pressure of competition. An amicable solution to the dispute through mutual understanding is the need of the hour.

Media education needs to be rescued from the clutches of those private players who charge huge sums from the few privileged ones to preserve the sanctity of professional education. Somebody may be constituted to govern, supervise and develop this field of media education.

Media academia and the industry must stop being fault finders and learn to work together if they do not wish for third party intervention. The government has always been in favour of exercising control over media for obvious reasons and looking at its past record, this tussle can become an excuse for it to kill the free spirit of media that we enjoy today. The fuel of public dissent against the media will only provoke the fire. The voices in the corridor of the Parliament, advocating formation of Broadcasting Regulatory Authority of India and Media Council are already ringing loud and clear. The survival of media lies in the hands of media professionals who are trained under proper and competent academic supervision. Let us just bury the hatchet and come closer and start understanding each other because we together represent the past, present and future of media in India. ■

Morality plays and the media



Certainly as time passes, one can safely predict that more such instances of "lobbying" will come to light, even though they might not be backed by electronic records

Ambujam Anantharaman
Associate Editor, VIDURA, Chennai

The media is in the midst of its own morality play. Heavy fighting is going on between those who want to continue exercising the ugly word, power, that the media wields, and those who believe in all sincerity that it is time the media observes the precepts that it preaches.

Right from a beat reporter who requests a Minister for a transfer for a "friend" to those who are comfortable in the thought of being land owners thanks to a friendly government, the media has always exercised power. It would hardly like to admit it, and any favours sought and received are treated quite casually, with no animosity felt from the pack that moves together.

There is an outcry from politicians, the press and the public over the recent "lobbying" by prominent media persons, but some argue that the concerned persons just took to a self-perceived logical conclusion what members of the tribe do on a daily basis through their columns in newspapers or shows on television.

In the process, the unwritten line has been breached, and the entire media has come under scrutiny for the way it functions. Certainly as time passes, one can safely predict that more such instances

of "lobbying" will come to light, even though they might not be backed by electronic records.

The controversy has thrown up many issues – "lobbying" itself is an accepted practice in the United States of America for instance, and our own government has been described as lobbying in several international matters like the nuclear deal and environmental cesses. So, does one then make it a legitimate profession, where one decides after a fruitful career in the media to turn a lobbyist and use all the contacts, made no doubt after decades of hard work. There is a precedent for this sort of activity – retired government officials are sought after by private companies for liaising with the very same government. Or should one think of barring members of the fourth estate from resorting to such activity at any point in their careers or after? What constitutes lobbying?

Obviously media people in future would have to carry along with their laptop debugging equipment, much in the manner of a spy, to protect both themselves and the source they are interviewing. This would lead to a rather paranoid society, if it has not already turned into Orwellian fear psychosis looking over the shoulder to see if Big Brother is listening.

And ironically, media houses themselves are carrying out sting operations, no doubt after a glass of warm liquid the previous night and generous amount of cribbing over the ineptitude of our intelligence agencies. An aside here – this reporter once rather excitedly asked of a former head of the Research and Analysis wing how India recruited its spies and sat back with a shake of the head when answered that RAW recruits from bureaucrats who have passed the Union Public Service Examination.

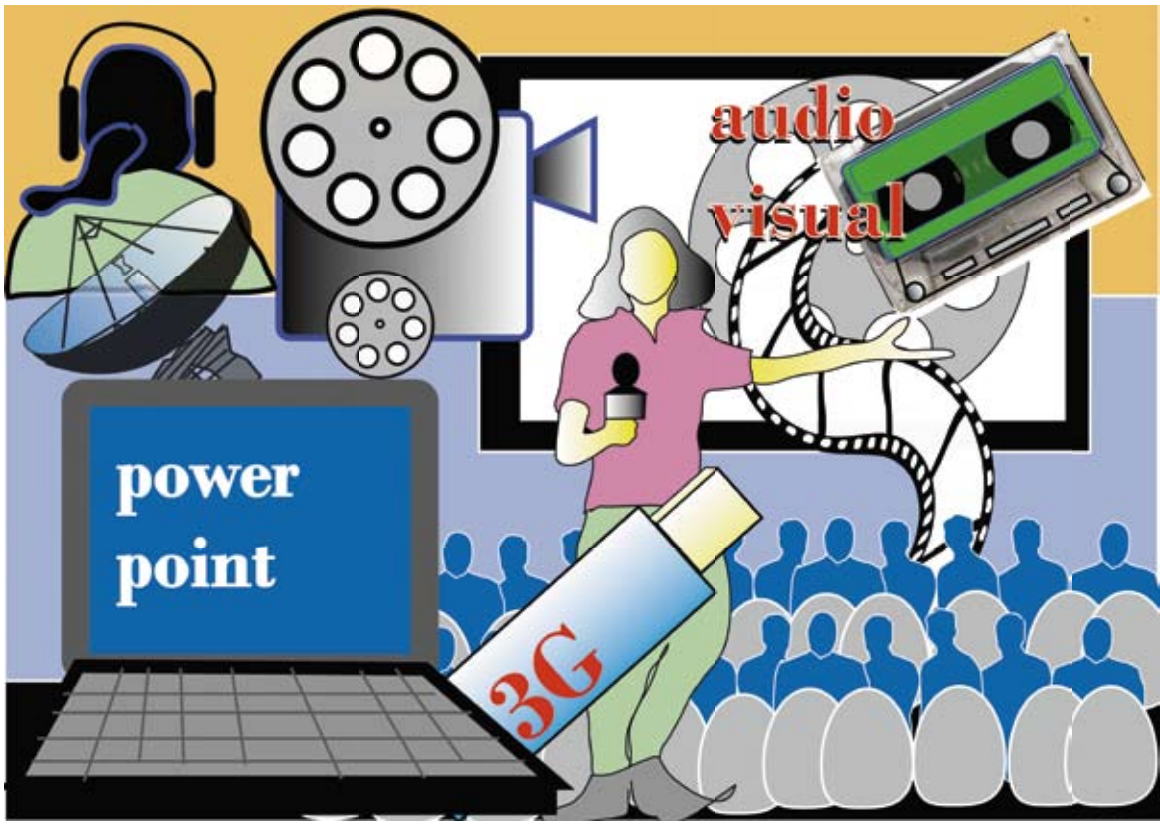
And, of course, the morality of telephone tapping in itself. This writer for one, is looking at her cell phone anxiously to see whether she has perhaps been put on some national security or otherwise list as a marked one whose private conversations will soon be salaciously revealed to the world.

Media people are certainly wondering if they are film stars and jokes are doing the rounds about the birds and the bees and how they enter the conversations of friends or certainly crowd the email IDs through ubiquitous forwards. Naturally, one remembers the case of the book house editor whose "flirtatious" behaviour ended in a multi-million dollar lawsuit.

A casual interview of some college-going youngsters reveals that they are of the firm view that telephone tapping is unethical, condemnable and an invasion of privacy. Where it concerns media people, the issue of infringement of press freedom is naturally thrown up.

So, what emerges clearly? None of us will ever be the same again. In the limited perspective of media ethics, perhaps, some of us might think twice before we call up a civic agency next time, announce who we are arrogantly and ask them to address the issue of the water tanker not reaching the residential colony we live in.■

Development of Media Literacy Skills



Just as the emergence of written language changed oral traditions and the emergence of printed texts changed our relationship with the written language, the emergence of new digital modes of expression changes our relationship to printed texts

Hampesh K.S

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"Adolescents need to learn how to integrate knowledge from multiple sources, including music, video, online databases, and other media. They need to think critically about information that can be found nearly instantaneously throughout the world. They need to participate in the kinds of collaboration that new communication and information technologies enable, but increasingly demand. Considerations of globalisation lead us toward the importance of understanding the perspective of others, developing a historical grounding, and seeing the interconnectedness of economic and ecological systems" (Bertram C. Bruce, 2002).

A definition of twenty-first century literacy offered by the New Media Consortium (2005) is "the set of abilities and skills where aural, visual, and digital literacy overlap. These include abilities to understand the power of images and sounds, to recognize and use that power, to manipulate and transform digital media, to distribute them pervasively, and to easily adapt them to new forms". Modification of this definition in two ways is felt necessary. Textual literacy remains a central skill in the 20th century. Before students can engage with the new participatory culture, they must be able to read and write. Youths should expand their required competencies, not sideline old skills to make room

for the new. New media literacies should be considered a social skill. New media literacies include traditional literacy that evolved with print culture as well as the newer forms of literacy within mass and digital media. Much writing about twenty-first century literacies seems to assume that communicating through visual, digital, or audiovisual media displaces reading and writing. Before students can engage with the new participatory culture, they must be able to read and write. Just as the emergence of written language changed oral traditions and the emergence of printed texts changed our relationship with the written language, the emergence of new digital modes of expression changes our relationship to printed texts. In some ways, as researchers such as Black (2005) and Henry Jenkins (2006) have commented, the new digital cultures provide support systems to help youth improve their core competencies as readers and writers.

They may provide opportunities through blogs or live journals, for young people to receive feedback on their writing and adding experience in communicating with a larger public, experiences that might once have been restricted to student journalists. Even traditional literacies must change to reflect the media change taking place. Youth must expand their required competencies, not push aside old skills to make room for the new. Beyond core literacy, students need research skills to be developed for the sake of institutional growth. Among other things, they need to know how to access books and articles through a library; to take notes on and integrate secondary sources; to assess the reliability of data; to read maps and charts; to make sense of scientific visualisations, to grasp what kinds of information are being conveyed by various systems of representation; to distinguish between fact and fiction, fact and opinion; to construct arguments and the new literacies almost all involve social skills developed through collaboration and networking. These skills build

Students also need to develop technical skills essential for Media Literacy development. They need to know how to log on, to search, to use various programs, to focus a camera, to edit footage, to do some basic programming and so forth

on the foundation of traditional literacy, research skills, technical skills, and critical analysis skills taught in the classroom.

These traditional skills assume even wider importance as students venture beyond collections that have been depicted by librarians and into the more open space of the web podcasting. Some of these skills have traditionally been taught by librarians who, in the modern era, are reconceptualising their role less as curators of bounded collection and more as information facilitators who can help users find what they need, online or offline, and can cultivate good strategies for searching for material. Students also need to develop technical skills essential for Media Literacy development. They need to know how to log on, to search, to use various programs, to focus a camera, to edit footage, to do some basic programming and so forth. Yet, to reduce the new media literacies to technical skills would be a mistake on the order of confusing penmanship with composition. Technologies are undergoing such rapid change, it is probably impossible to codify which technologies or techniques students must know for a strategic reason. Media literacy advocates have claimed during the past several decades, that students also acquire a basic understanding of the ways media representations structure our perceptions of the world; the economic and cultural contexts within which mass media is produced and circulated; the motives and goals that shape the media they consume; and alternative practices that operate outside commercial mainstream. Such groups have long called for schools, colleges and academic centres to foster a critical understanding of media as one of the most powerful social, economic, political, and cultural institutions of our era. The new media literacies should be noted as an expansion of rather than as a substitution for the mass media literacies.

New Skills Matter: Social Skills & Cultural Competencies

All of these skills are necessary, even essential, but they are not enough, which brings us to our second point about the notion of twenty-first century literacy: the new media literacies should be seen as social skills, as ways of interacting within a larger community, and not simply an individualized skill to be used for personal expression. The social dimensions of literacy are acknowledged in the New Media Consortium's (2005) report only in terms of distribution of media content. We must push further by talking about how meaning emerges collectively and collaboratively in the new media environment and how creativity operates differently in an open-source culture based on sampling, appropriation, transformation, and repurposing. The social production of meaning is more than individual interpretation multiplied; it represents a qualitative difference in the ways that make sense of cultural experience and in that sense, it represents a profound impact on how we understand literacy. Youth need skills for working within social networks, for polling knowledge within a collective intelligence, for negotiating across cultural differences that dominate the governing assumptions in different communities, and for reconciling conflicting bits of data to form a coherent picture

of the world. Integration of these new knowledge cultures into our schools is necessary, not only through group work but also through long-distance collaborations across different learning communities. Students should discover what it is like to contribute their own expertise to a process that involves much intelligence, a process they encounter readily in their participation in fan discussion lists or blogging. This disparate collaboration may be the most radical element of new literacies: they enable for collaboration and knowledge sharing with large-scale communities that could never personally interact. Schools are currently still training autonomous problem solvers, whereas students enter the workplace, they are increasingly being asked to work in teams, drawing on different sets of expertise, and collaborating to solve problems. Changes in the media environment are altering our understanding of literacy and requiring new habits of mind, new ways of processing culture and interacting with the world around us. The process of identification and assessing these emerging sets of social skills and cultural competencies start with the purpose of affecting the Media environment. A broad sense of which competencies are most likely to matter as young people move from the realms of play and education and into the adult world of work and society are to be counted by the participating student. A provisional list of eleven core skills needed to participate within the new media landscape is the felt need for the agency depending on the environment. These skills have been identified both by reviewing existing body of scholarship on new media literacies and by surveying the forms of informal learning taking place in participatory culture. As suggested above, mastering these skills remains a crucial link in preparing young people "to participate fully in public, community, creative and economic life" (New London Group, 2000).

These are skills some youth learn through participatory culture, but they are also skills that all youth need to acquire if they are going to be equal participants in the world of tomorrow. A range of activities might be deployed in schools or afterschool programs, across a range of disciplines and subject matter, to foster these social skills and cultural competencies. These activities are by no means an exhaustive list but rather are simple illustrations of the kind of work already being done in each area. One goal is to challenge those who have responsibility for teaching our young people to think more systematically and creatively about many different ways they might build these skills into their day-to-day activities in ways that are appropriate to the content they are teaching. ■

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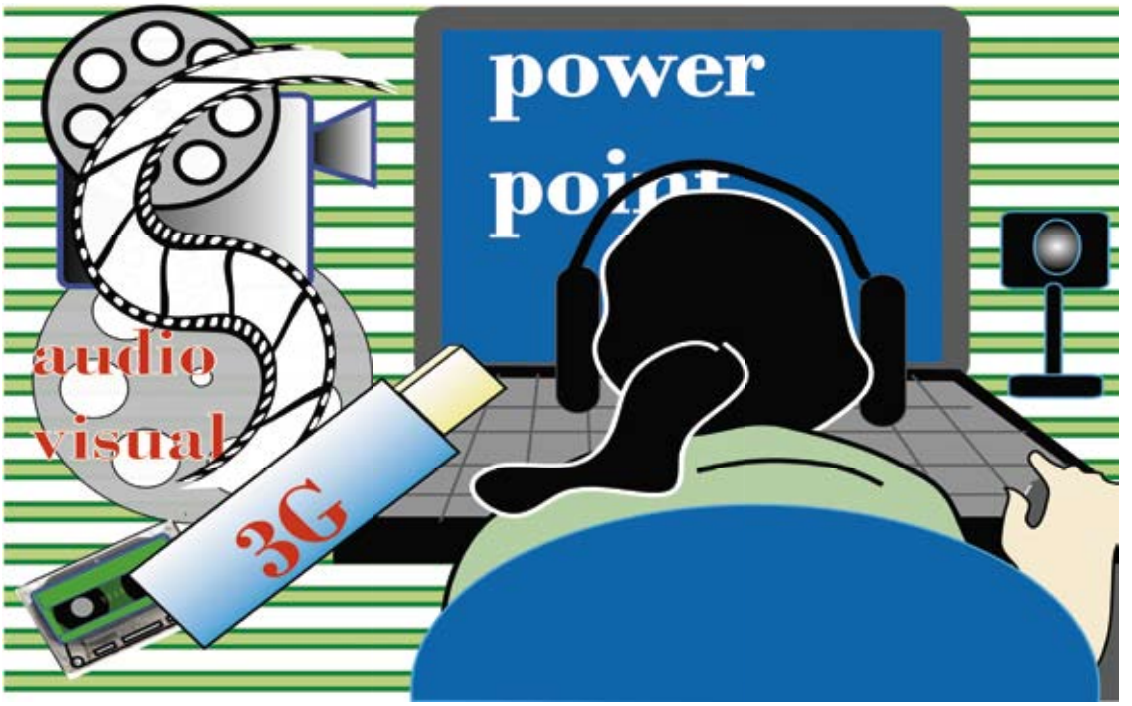

Harnessing media literacy for sustainability

By widening the media's coverage beyond the professional journalist, a variety of viewpoints, including those that run counter to the commercial interests of the conventional media, are now able to find an outlet

Sakuntala Narasimhan

Columnist and a recipient of the Media Foundation's Chameli Devi award for outstanding Woman Journalist (1983) and PUCL National award for Human Rights Journalism (2000), Jayanagar, Bangalore

The State of the World series of reports that the Washington D.C. based Worldwatch Institute brings out as part of an annual exercise for assessing various dimensions of global trends, includes, in the report for 2010 *, a chapter on how the media can be an effective tool on the one hand, to shape cultures to promote indigenous practices based on sustainable patterns of consumption, and on the other to counter wasteful appropriation of resources under a consumerist lifestyle spawned by the West.

The twentieth century saw a rapid replacement of the former (indigenous cultural practices based on sustainable options) by

the latter (consumerist lifestyles based on wasteful use of resources). Advertising developed as a major tool for harnessing the media – print, television, broadcasting and the internet – to extol and urge lifestyle patterns that glorify rapacious consumption options. Traditional perspectives, especially those in Asian cultures that were based on "simple living", got derided as "backward" while a materialistic perspective became synonymous with "modernity". In the new millennium however, with "climate change" and the threat it poses to the world and to future generations becoming a 'fashionable' focus for policy makers, activists as well as academics, the State of the World report 2010 focuses on sustainable development, and discusses the role of the media in promoting sustainability - of economies, ecosystems, production and consumption patterns.

The report takes note of some interesting trends related to the media. The government of Spain has, for instance, legalised a ban on commercials on public television beginning from 2010. This makes one sit up and do a double take – TV without commercials? Public or private, TV channels from Australia to Zimbabwe not only carry commercials but thrive on them – it is the revenue generated by commercials that the channels keep their eyes focused on, in deciding 'sponsorship' and content. Advertisers in turn check the viewer ratings of serials or events (sports, for instance) before deciding to pay for advertising.** The commercial breaks can be so ubiquitous that they irritate, distract and brainwash – and yet, one assumes that one cannot have TV without the intrusion of ads every few minutes.

And yet, come to think of it, are not the editorial and commercial content of the media often antithetical to each other ? We have TV discussions about climate change and "unsustainable patterns of living" in modern lifestyles, and in between, every few minutes, the moderator "takes a break" for commercials for products or lifestyles that

The government of Spain has, for instance, legalised a ban on commercials on public television beginning from 2010. This makes one sit up and do a double take – TV without commercials?

erode sustainability. We have lead articles in the print media focusing on the discussions at some international summit on sustainable development – and on the same page, an ad for energy guzzling SUVs or air-conditioners. So what message does the media give, to the viewer or readers? Who monitors the media from a perspective of the need for sustainable patterns of development?

Commercial ads urge viewers to "buy, buy, buy", making us believe that a mother who does not buy a particular brand of soap for her child does not love him. One of my favourite real life stories is about an indigent maidservant whose infant was constantly sick and malnourished. When her employer gave her Rs 10 to buy the child some milk, the maid promptly spent it on a can of cola drink. Her retort, when her employer chided her for choosing a caffeine-laden synthetic drink over milk, was, "Don't you rich people drink fizzy cola ? I too wanted to know what it tastes like, I watch the ad, with my favourite film actor promoting it, every day on television. Am I not entitled to the same pleasures that you well-to-do people enjoy?" She added that she had fed her child some of the cola and the baby had "relished it"

That is the power of commercial advertising. And with television extending its reach to cover even the poorest of villages (they may not have running water or electricity, but will run a TV set on batteries, for community viewing) the message of acquisitive craving becomes compulsive and difficult to ignore.

So how can the media be harnessed for the promotion of sustainable patterns of living that call for restrictive exploitation of natural resources and minimising wants? The Worldwatch report points out that the growth of interactive media options, like blogs and Facebook (the report calls them 'social media', with Facebook claiming 250 million users worldwide) strengthen the hands of those engaged in promoting sustainable alternatives. By widening the media's coverage beyond the professional journalist, a variety of viewpoints, including those that run counter to the commercial interests of the conventional media, are now able to find an outlet. Where once we related to the media as passive consumers, 'media literacy', a concept based on dissemination of intelligent and critical acceptance of ads and commercials beamed to us through the media, seeks to strengthen the hands of those favouring a shift towards less exploitative production processes, less waste generation, and less of the kind of commercial advertising that creates new wants where none existed before.

Media literacy, the 2010 report records, is already a part of school curricula in different regions of the world including Argentina, Australia, Canada, Finland, France, Russia, South Korea and the U.K. India is conspicuous by its absence in this list. Turkey first introduced media literacy into educational curricula, based on developing the ability to 'decode' promotional advertising that glorifies unsustainable lifestyles, in 2006. The main goal of media literacy education, the report observes, is " to find ways to encourage media users to actively engage through critical awareness", and examine commercial media in relation to issues like environmental degradation,

and make independent decisions about buying preferences.

Mere literacy, then, is no longer sufficient. Given the pervasive and powerful effects on citizens, of commercials that seek to mould perceptions about the constituents of happiness or desirability, or lifestyle priorities, media literacy to arm the media's target audience with the ability to sift through the inveiglement to arrive at individual decisions, is now seen as a component of social strengths as necessary and important as conventional literacy.

As the report observes, "Media literacy is the .literacy of our time". At the moment, such "critical literacy" or awareness is being disseminated only by a few consumer protection organisations and small groups of NGO activists.

School curricula do not include a critical examination of the commercial media as a necessary component of education. Why not? Isn't such 'education' as vitally important as conventional literacy? That is the question that we need to raise, as part of our concerns regarding sustainable developmental options.

One reason is that education itself has become commercialised, with curricula being designed with an eye on job opportunities ("cashing in on one's degree or diploma") rather than on developing social awareness skills, or training students to be better citizens.

By looking at the cultural component of lifestyle patterns around the world and examining its relevance to economic, ecological and environmental sustainability, the Worldwatch Institute report seeks to widen the discourse on developmental options and examine how media literacy can – or needs to – be redefined, to encompass a critical evaluation of the information that we are now bombarded with. ■

* *State of the World, 2010 – Transforming Cultures: From Consumerism to Sustainability.*
by the Worldwatch Institute, Washington D.C. (www.worldwatch.org)
Published by W.W.Norton & Company, New York / London.
Price US $ 19.95

** *Spending on advertising was estimated to be $ 643 billion worldwide, with the US accounting for over $ 271 billion of this spending (of which nearly $ 100 billion went on advertising that specifically targeted children.)*
These billions, spent on promoting products from soap to cars to fairness creams, could dramatically change global access to clean drinking water and sanitation, if diverted from the manufacturing to the health sector.

Ethical dilemmas dog the press

The media preferred to show visuals of filth, unfinished civic works and occasional mishaps all of which were blown out of proportion. Media reports only centered on controversies rather than on factual accounts

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Media coverage of two major contemporary events – the Ayodhya verdict and the Commonwealth Games - reflects that journalistic reportage is a mixed bag of co-existent contraries. The comparison of the media reportage of these two events is necessitated by the timing of the two events which happened almost simultaneously and were extensively covered by both the print and electronic media. This makes for an interesting study of the kinds and levels of journalistic ethics that are practiced or ignored by the media for reasons best known to them.

Before embarking on the comparisons, it would be appropriate to refresh our minds on what constitute ethical norms on the part of Press. These will include the adherence to accuracy,

truth, fairness, objectivity and unbiased reporting of facts. "Facts are sacred, comment is free", is the cornerstone of responsible journalism. Journalists are expected to report without distorting facts, not to exaggerate, suppress or report in a baseless or indecent manner and to avoid sensationalism at all costs.

Coming now to the two highly reported news events in recent times, both the Ayodhya verdict and the Commonwealth Games provided the media with grist for their reporting mills and these got predictably translated into hype and sensationalist modes in both the print and broadcast channels. While reportage for CWG adopted the tabloid format of amplification, bias and caricaturing, the Ayodhya coverage on the other hand showed a Broadsheet approach of balance, circumspection and objectivity on the part of the Press.

In the case of CWG, the reports by and large presented the entire show in a negative light and doomed the Games to end in failure. Most of the reporting focused on lampooning persons like Kalmadi, OC members etc. More light was thrown on what is not rather than on what is. Visuals in both the Print and electronic media seldom projected the magnificent stadia or the latest state of the art venues and equipment for the Games. The spin-offs like the swanky Delhi airport, the metro and the city landscaping got little mention and if reported were castigated as a waste of the tax-payers money. The media preferred to show visuals of filth, unfinished civic works and occasional mishaps all of which were blown out of proportion. Media reports only centered on controversies rather than on factual accounts.

The panelists drawn for media discussions in the broadcast media were of the nature of detractors who were against the Games, rather than athletes whose views matter the most in sports.

The Ayodhya verdict on the other hand was covered by the media with more caution and perhaps even self-regulation. It was surprising to note that both the print and broadcast channels by and large presented views of moderate leaders of both communities that helped to prevent any kind of conflagration in the charged and sensitive atmosphere.

It is ironical that every newspaper or television news bulletin on the same day adhered to ethical norms while covering the Ayodhya verdict, but threw all caution to the winds and took to sensational, imbalanced reportage while covering CWG

It seemed to be a deliberate attempt on the part of the media to present moderate voices so as to not queer the pitch for any communal showdown. And even the few hardliner voices that made it to the news were those of intellectuals and not rabble-rousing politicians who eye vote banks.

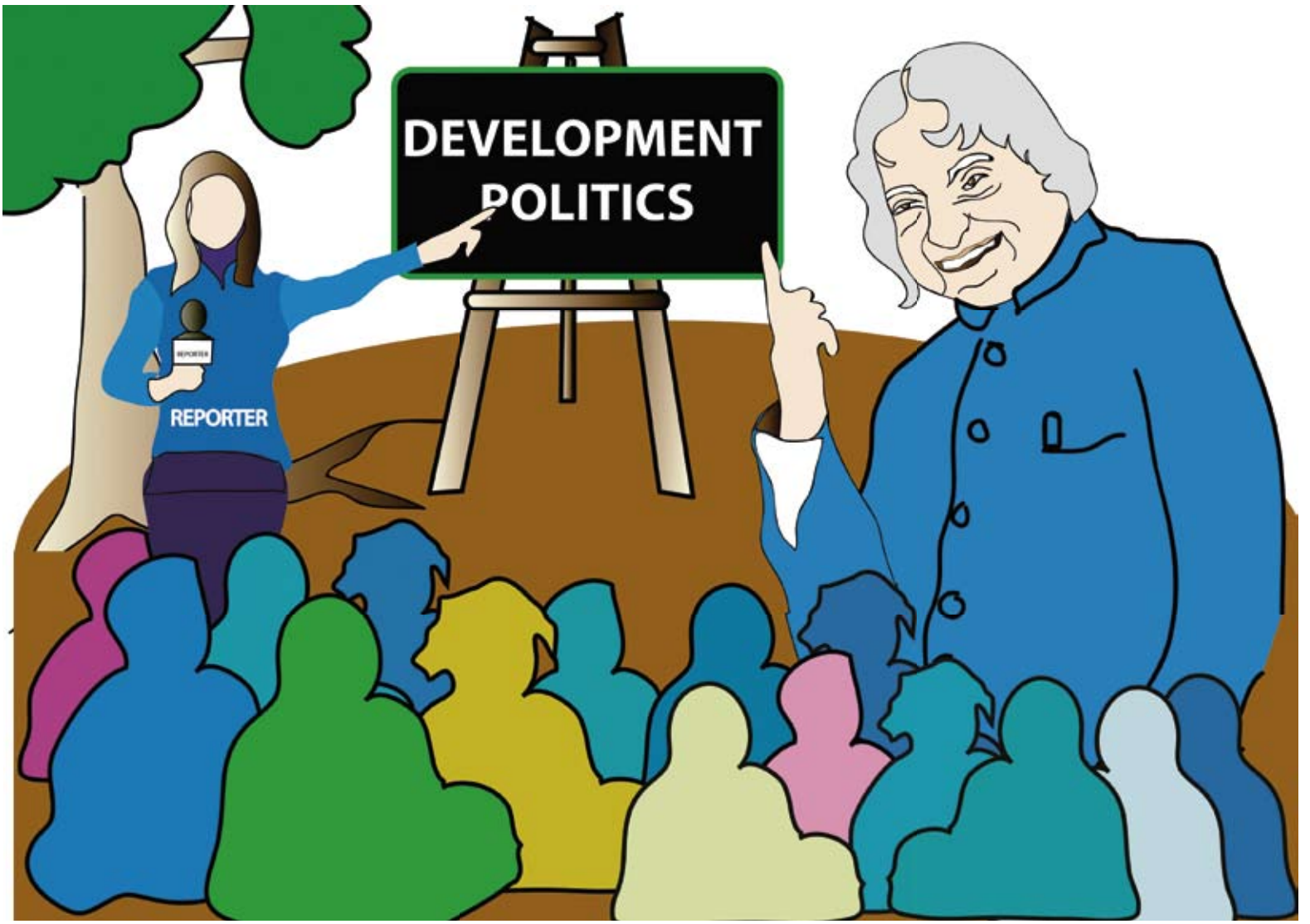
Editorials on Ayodhya were mostly of the nature of advocacy editorials that offered solutions and recommendations towards an amicable course of action. The edit columns on CWG in contrast were hard-hitting with a scathing attack on the organizers and did not spare the individuals embroiled in the controversy.

In the case of CWG reports, the Indian media failed to maintain a neutral stand and got swayed by the Western media's negative projection of the Games.

The reportage by the Indian Press appeared as though the Indian media was giving an endorsement to the prejudiced western media's perception of the Games. The reportage was more people-centered and this could be seen in the Indian media's obsession with Kalmadi and his cohorts, with television news channels devoting endless broadcast time on discussions such as – "Should Kalmadi be held responsible for the CWG mess?" This proves that news stories expose disorder rather than order, dissonance rather than harmony and good work rarely gets highlighted. The lack of objectivity in reportage on CWG could be seen in the media making value judgments prior to the Games, labeling the whole show as a mess. The entire reportage on CWG became one of scandal mongering, conflict, politics all of which reflect a lack of ethics and responsible journalism.

To sum up, it is ironical that every newspaper or television news bulletin on the same day adhered to ethical norms while covering the Ayodhya verdict, but threw all caution to the winds and took to sensational, imbalanced reportage while covering CWG. This goes to show the contradictory nature of journalism today which appears as a mixed bag of co-existent contraries.

This does not augur well for the way the profession of journalism is being practiced today and can send confusing signals to upcoming journalists as well as to students of journalism who may never be able to distinguish between news and views. ■



Time to reorder our news values

The time has now come when Indian journalists, especially news reporters, should reorder and enlarge their news values

N. Krishna

A professional journalist for four decades based in Hyderabad

Rampageous sensationalism and mushrooming titillation have emerged as two blots on most of the Indian media. The competitive atmosphere in which newspapers have to thrive is making them helpless victims of the disturbing trends.

What is surprising is that the unhealthy drift is continuing unabated at a time when media observers, including foreign journalists, do not let go of an opportunity to urge the newspapers in general to whittle down the primacy of frivolous and opportunistic party politics and pay more attention to the bread – and butter issue of the paper.

The time has now come when Indian journalists, especially news reporters, should reorder and enlarge their news values. In developing countries like India, the news reporter is expected to play the role of an agent of change. He is now entrusted with the responsibility of educating people and accelerating positive developments in society. This

necessitates a social commitment.

No less a leader than Mahatma Gandhi, himself a great journalist, treated education of people as one of the news values. He said, "one of the objects of a newspaper is to understand the popular feeling and give expression; another to arouse among people certain desirable sentiments, and the third is fearlessly to expose popular defects". Treatment of this principle as one of the important news values in India is the need of the hour. When a political crisis occurs, like the one in Karnataka recently, newspaper readers are deluged with reports on the antics of slippery defectors. The amount of space given to this in newspapers is out of all proportion to the news worthiness of the event. Stone-pelters in the Kashmir valley, aided and abetted by the separatists drawing inspiration from across the international border and the chameleonic floor – crossers in Karnataka hogged the headlines in the media, both print and electronic.

Disturb the peace and you are sure to get into print – and also into T.V. Recently, a film actress in Hyderabad attracted media glare because she had been allegedly waylaid and assaulted while on her way to work. For several hours on TV and for a few days in the local newspapers her simulated outbursts dominated news coverage. Many commented upon the incident. An enquiry later revealed that the incident had been faked because of rivalry and those who had read about the skittish artiste and seen her theatrics on TV felt very much fooled. Unfortunately, this writer was one of them.

When that incident was subjected to scrutiny, two things emerged, glamour and sensation. It is these elements that come in handy for commercial-minded media. In the Karnataka episode, pontifically described as a political crisis, I, being a professional journalist for four decades, found more infantile entertainment than instructive information. This reminds us of what a veteran Hindi film actor said some time ago. He said he had learnt acting from politicians. Which means that our party politics in general have become synonymous with theatrics. How to check this trend? The solution lies in a drastic change in the news values or criteria that help reporters determine the newsworthiness of an event. Socio-economic development should be treated as a news value of the highest importance. It should be accorded priority along with factors such as 'consequence' and 'conflict'. This exercise should begin in colleges of communication.

Those who are perturbed at the unwholesome tendency in the media would do well to ponder as observation made by former President APJ Abdul Kalam in his address to the Press Council of India sometime ago. He said: "In politics there are two components political politics and development politics. Most of the media give importance to political politics. The nation's important need is development politics." A year earlier, Lok Sabha members, cutting across party lines, expressed concern over the media propensity to sensationalise news and ignore important parliamentary debates. One opposition leader summed up the media situation by pointing out that important debates, like the one on female foeticide, were ignored while the offer of a rapist to marry his victim was frontpaged! Human interest and oddity: These two traditional news values, as followed in the affluent west, are invoked in defense of what is blatantly indefensible in the Indian context.

Reporters are in a unique position in society in that they, in the course of their work, stumble upon many things which need to be highlighted and passed on to the people to whom it is important. To illustrate the point, I refer to a series of articles I wrote for a local magazine on what has come to be known as 'sickness' in the small-scale industrial sector. My curiosity was allowed by the word sickness, I started an investigation into the phenomenon. After interviewing officials entrusted with the responsibility of curbing the malady, and speaking to some of the young victims of sickness, I came to the conclusion that non-availability of working capital when needed, and the security oriented policies of financial institutions were mainly responsible for the sickness. Lack of coordination among the official agencies, coupled with the inexperience of young entrepreneurs, aggravated the problem.

This experience made me think about how young entrepreneurs in other states were tackling the problem.

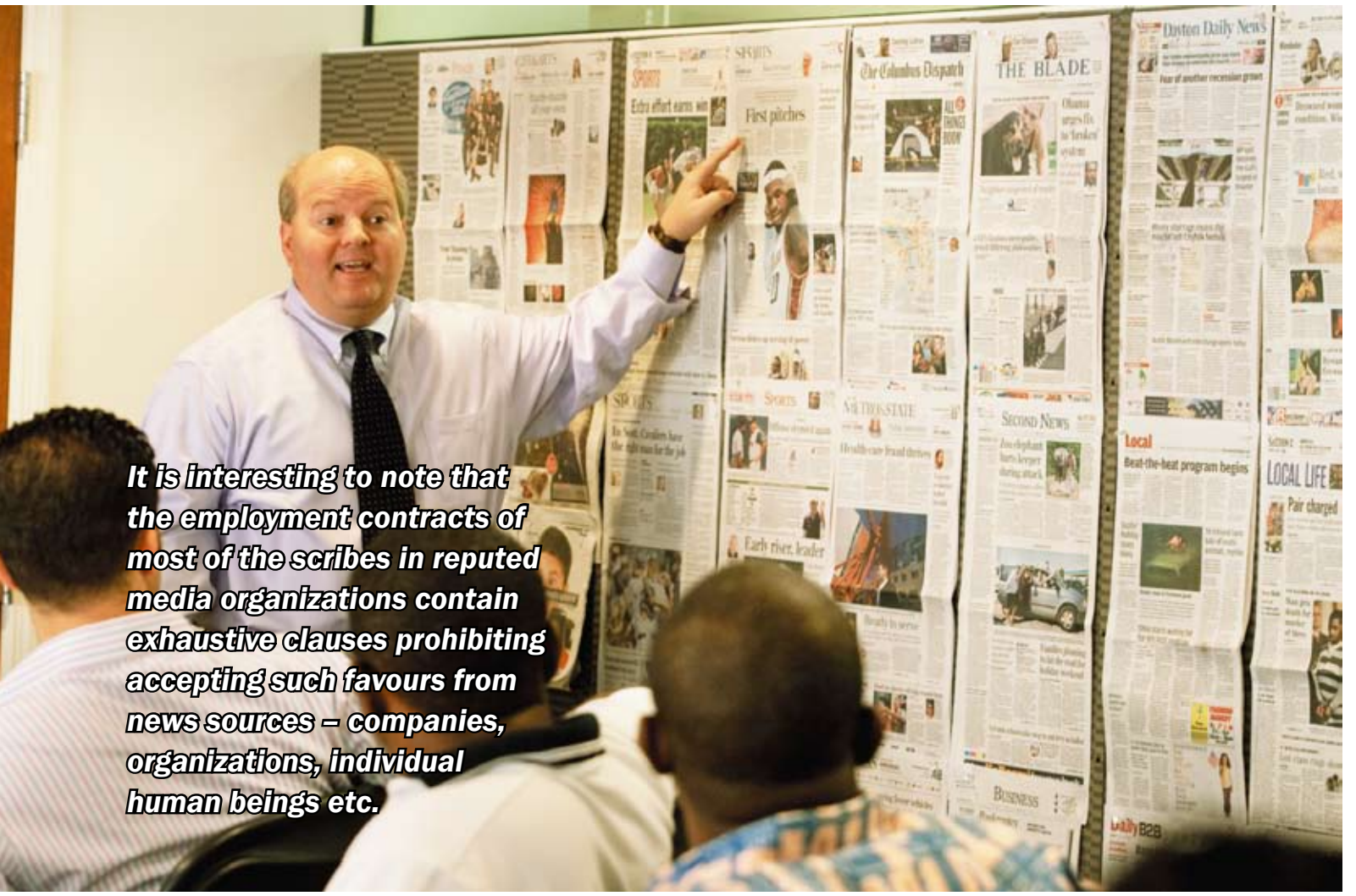
Promotion of small-scale industries, especially in rural areas, is the declared policy of all the State Governments in India. It dawned on me that in areas like the small-scale sector there would be very fruitful exchange of information among officials and non-officials dealing with the problem in different status.

That calls for horizontal communication among people in different states committed to eliminating unemployment among the educated young. Such exchange of information through success stories could give a fillip to the present uneven development. What is more, such a flow of information among the SAARC countries would give a new dimension to news reporting.

Extremely useful nuggets of information about how to cure fledgling small units of sickness are generally submerged in the daily flood of news about gallivanting politicians in which there is absolutely no economic content.

Now is the time for those heading media organizations, both print and electronic, to put their heads together to reorder the news values with accent on constructive news. This process can be set in motion by the editors instructing specifically their reporters and sub-editors to play up socio-economic development and play down puerile party politics. Only thus could the perilous drift towards nautch can journalism be checked. ■

A few tenets of the U.S. Mass Media



It is interesting to note that the employment contracts of most of the scribes in reputed media organizations contain exhaustive clauses prohibiting accepting such favours from news sources – companies, organizations, individual human beings etc.

A senior Editor with The Columbus Dispatch daily explaining different aspects of the daily in its office to the SUSI 2010

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An unprecedented amount of concentration of mass media tools in a few large corporations, a jealously-guarded enjoyment of freedom of expression by the media, a very strong sense of belonging to the local community media are a few of the important traits which have highly impressed this author while getting acquainted with the mass media institutions and outlets in the USA a few months ago.

I have had an opportunity to visit this country as part of the Study of US Institutes of Journalism (SUSI-2010) group of 17 delegates from 17 countries which included Nepal, Austria, Finland, Mexico, Rwanda, Jamaica, Bangladesh among others for a period of one-and-a-half month in July-August, 2010. During the programme we were hosted by Ohio University's EW Scripps School of Journalism based at Athens, Ohio. There we attended a series of lectures, cultural programme along with tours to different TV, Radio stations and newspapers and magazines for letting us have a feel of the country's media system in general. Today, I would like to discuss a few of the tenets

that I have learnt there for the benefit of our students and others concerned.

Media ownership:

The first thing that caught my attention was that the media ownership in the USA is extremely concentrated in the hands of a few corporations with huge financial status. So much so that more than 80 % of print media / TV / Radio stations are owned by just about 10 major corporations.

It is interesting from the aspect that even under such circumstances major portion of US media outlets are local-based or local-specific. That is, most of them cater to the local population with a very few newspapers, TV / Radio stations which can be termed as really national ones with pan-US coverage.

However, even a majority of the local-specific media outlets are in reality owned by the big corporations. But the bottom-line is that as long as they are making profits and are sustainable enough they are allowed to retain the local flavour without any interference from the higher authorities. And the owners normally do not interfere with their usual functioning and editorial independence.

The concentration effect has gone to such an extent that in the year 2009 – top 100 advertising companies generated US $ 442 billion in revenue and out of these, the top five companies' share was 40 %.

The big corporations of Cable / Terrestrial broadcasting both in TV and Radio broadcast their

But over the years because of many newer developments in the field of mass media and negligence, indifference from all quarters concerned the PCI has been reduced just to a 'paper tiger'

programmes through affiliates – TV / Radio stations in small communities / towns. Earlier these smaller stations at local places were paid handsome revenues by the big corporations for airing the latter's entertainment or news programmes. But nowadays because of economic recession, extreme concentration of media outlets, the reverse is happening – the smaller stations are out-sourcing their programmes from big chains by paying money for the usage.

Market system & cross media ownership:

In the 1980s the cross ownership formula for mass media was 7 – 7- 7 entities of TV / Radio / Newspapers respectively by one single media company which was changed to 12 – 12 – 12 in the 1990s.

Interestingly, nowadays the number system does not exist but a system of 'markets' have replaced it. The present US media market is divided into 210 markets across the country. Though there is no numbers limit for cross media ownership yet it is stipulated that the combined percentage of reach of the audiences cannot be more than 45% of one specific market by one media organization.

It is important to note that the biggest such media markets are in big cities like New York / Los Angeles with about 7.5 million households whereas the lowest one has about 3000 households.

Political coverage:

A senior editor in The Columbus Messenger daily in Columbus, capital of Ohio state whose main office is just across the road from the Ohio State Senate, in a discussion informed us that their newspaper followed an interesting practice of keeping a detailed list of stories' coverage of both the major political parties. And at times every year the daily invites senior leaders of both the parties to visit their office and have a look at the list as well as stories covered to make sure that the parties know that there has been no bias in coverage. However, it is interesting to see that even after this there is some amount of criticism from the parties about coverage being partial to one party. But, ironically the complaint comes from both the parties.

Public radio concept:

We all know that USA is one of the major hubs of entertainment industry in the field of mass media.

A morning Editorial meeting of The Columbus Dispatch in progress

The editorial department of The Columbus Dispatch

SUSI 2010 participants engrossed in a discussion with editorial staff of The Columbus Dispatch daily

However, it is also encouraging to have learnt there that there is a chain of radio and television broadcasters named as National Radio / TV.

These are basically non commercial public service-oriented stations supported by government grants, public donation, trust funds, underwriting of expenditure by corporate or small business entities, trade houses etc. But they are never too dependent on any one or few donors as it would lead to losing their independence.

Even though at present just about 10 % of the total US audience watch / listen to it yet the number has remained steady for last several years and the personnel involved with it are highly optimistic that this shall increase in the near and distant future.

The National Public Radio in New York is a major station in this system. Many of them run 24 hours and relay BBC programmes.

The Radio and TV stations at Ohio University's Scripps School of Journalism are examples of this kind of media outlets.

I believe to a big extent that we can term this as Public Service Broadcasting (PSB) stations which somewhat resembles All India Radio's mandate and functioning.

Freedom of expression / press freedom:

This is one area that is treated with extremely-high value and respect by the media community there.

It is important to note that terrestrial broadcasting in TV / Radio requires licence from Federal Communications Commission (FCC) – the apex body for such matters in the country. But Cable TV / cable Radio and also newspaper publishing do not require licence at all.

Further, even in cases the proposed media outlet requires a licence there is absolutely no pre-censorship. It means 'no penal or disciplinary action' can be taken before broadcasting or publication of any material. If anything at all has to be done, it can be initiated only after something is published or broadcast.

On the other hand the media-persons' community also adheres to strict self-restraint while discharging their duties in the field. They never usually indulge in unfair practices like taking favours for publishing / broadcasting something favourable in the media.

It is interesting to note that the employment contracts of most of the scribes in reputed media organizations contain exhaustive clauses prohibiting accepting such favours from news sources – companies, organizations, individual human beings etc.

And if later on it is discovered that a scribe has done something of this nature and tried or actually did biased reporting he or she would be removed from job and it would be quite hard for that person to get employment with any other reputed media organization.

During our lecture sessions, one senior professor of the school gave us an example of such a development sometime back. The episode involved a hugely-popular Talk-show hosted by a very successful and popular anchorperson. In one of the episodes the guest of the day spoke many things which were unfavourable to the then serving President George Bush (Junior).

However, a few days after the episode was aired, it was discovered that the producer of that specific episode was a 'known anti-Bush activist' and there were adequate concrete evidence that some of the unfavourable information aired was done deliberately with an aim at hurting Bush's scope for winning the polls for second term which were due in a few months then.

The producer was sacked from the job and the anchorperson was shifted to another position from that immensely-popular programmme.

The professor informed us that despite all good cares there are few bad apples in the basket who do indulge in unjust activities from time to time. But it cannot be done so openly or brazenly.

And compare the situation with that of our country's. The paid news syndrome has created a lot of hue and cry in the society. Curiously enough, I believe that the paid news practice has been there for many decades in our country which have come out of the closet only now into the open.

No press council:

I found it somewhat surprising that this country does not have a Press Council to look into matters

of violations of media freedom by media-personnel and vice versa. When I asked a senior professor about this specifically she explained that the US masses never allow anyone else except the country's legitimate laws to interfere with their freedom of expression. Hence the Press Council experiment was never successful there even though a few states of the country tried to institute it.

However, a few newspapers and media organizations have appointed Ombudsman for receiving and deciding complaints from readers and others alike about discrepancy, biases etc. in the coverage.

On hind-sight I believe their contention is right to a great extent. Now take the case of Press Council of India (PCI) – a body set up with high hopes and ambitious goals.

But over the years because of many newer developments in the field of mass media and negligence, indifference from all quarters concerned the PCI has been reduced just to a 'paper tiger' with hardly any teeth in ensuring compliance of even its basic penal actions. Further, it does not have any control over the flourishing electronic media today despite many demands for doing so. Under these circumstances what is the use of having such a body in place just in the name of it.

Concept of free newspapers:

I was also surprised to see the existence of 'free newspapers', mostly biweeklies or weeklies in different parts of the country. These are distributed absolutely free among the target audience.

It is not that they are surviving on charity. They are doing respectable business though may be with small staff strength but definitely making profits. This is prevalent in Canada and western Europe also.

I had the opportunity of visiting such a newspaper in the small university town of Athens, Ohio. It had a staff of 10 persons including technical and editorial sections. The editor of the newspaper said that the paper had a circulation figure of about 30,000 and was doing quite fine in the market.

The local audience versus media relationship:

One important aspect that this author found highly encouraging was the support the masses in small towns and semi-urban localities provide to the mass media in those places. These media organizations, whether newspapers, TV or Radio stations, magazines all of them enjoy a high patronage from the local people. They would rather not subscribe to national ones but they would continue subscription to local media almost anyhow.

This is why even the small-scale local media organizations do survive in a reasonably good status. This is highly encouraging for us in India where the survival of a media venture, especially in newspapers is a major cause of concern.

Controversy regarding embedded journalism:

The academics in mass media and practicing scribes there informed us that in the infamous 'embedded journalism' controversy it was a formal agreement between the US government and the defense forces for providing logistical support to the scribes on the condition that 'actual war location' would not be reported.

Despite all criticisms of the practice the US scribes' community believes that a 'very good rapport' developed with the armed forces in the activity which the country's media appreciated.

Now, the bottom-line is that the programme of American Idol is so extremely popular that advertising spots in it costs upwards of US$ 5 lakh per 30 seconds. One can well imagine how popular and costly it is.

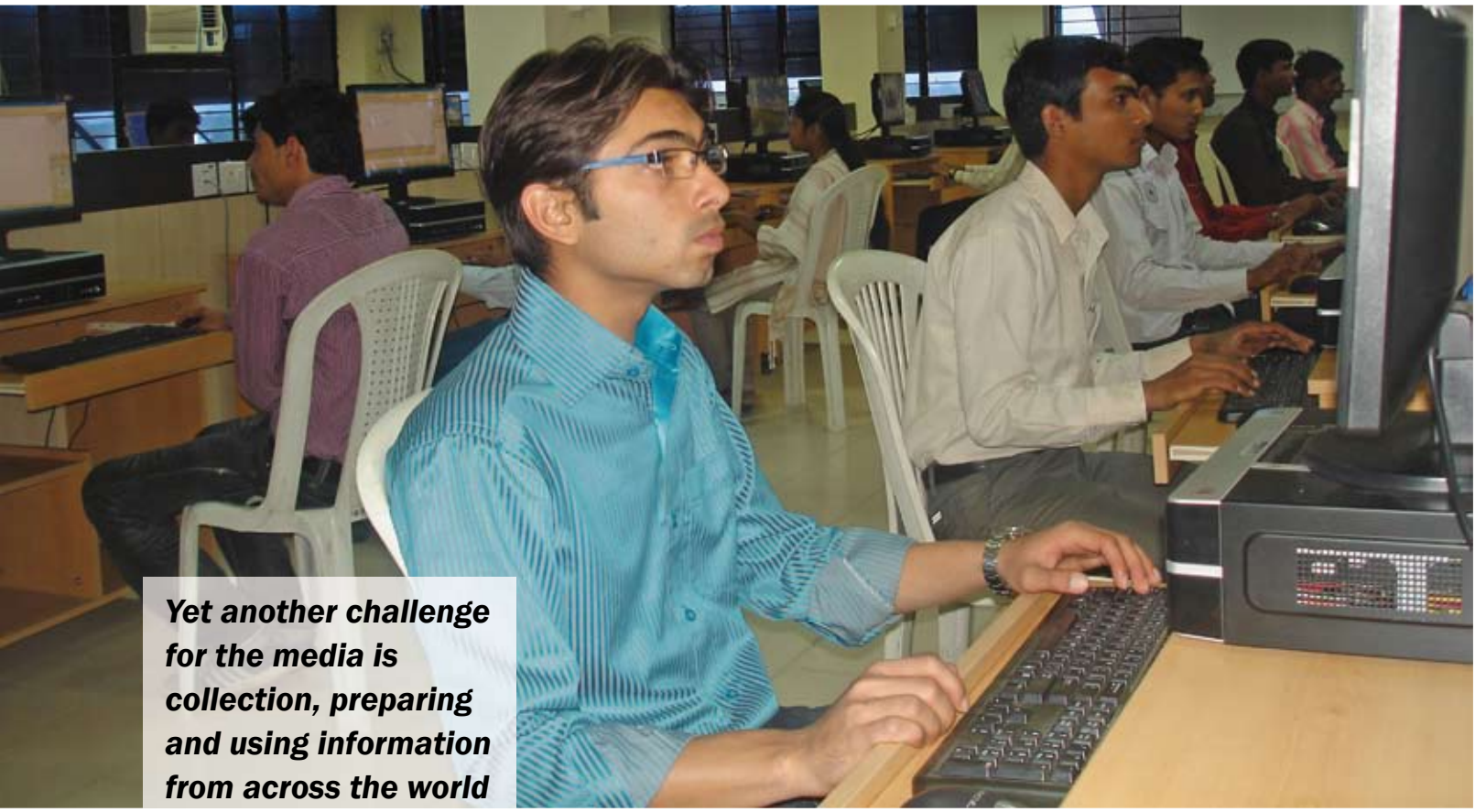
Conclusion:

While it is not being exactly fair to compare the situation between us because of so many factors separating us, the principles like minimal corruption, very high pursuit of press freedom and freedom of expression, the local-specific media sentiment of the US scribes and the masses are a few important aspects which we may try to follow with adjustments for our country's situation. And it can be said that because of such high ethical standards politicians or any other party usually think twice before indulging in any corrupt practice there. ■

Photos: Abhijit Bora

The author (second from right – in green Tee shirt – with other participants at the office of The Columbus Dispatch daily, Columbus, Ohio state

Challenges galore in Economy and Media



Yet another challenge for the media is collection, preparing and using information from across the world about scientific, technological and other developments in all fields and disseminating the same through its channels and columns across the globe

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Twentieth century will be remembered as a century of sea change in economy and in the stance and role of the media across the globe. Buzzwords now are: globalization, popularly called 'world is a global village', professionalism, connectivity, storage, updating and retrieval of a plethora of information of all kinds and of all areas, speed and efficiency. Any person or organization or country not realising the relevance and importance of these buzzwords will lag behind everyone else.

Let me illustrate. US President Barack Obama was on a 3-day visit to India recently. He was accompanied by more than 3000 persons including 70 journalists (possibly 'embedded') from US, 300 journalists (possibly suitably briefed by White House) from across the world, over 200 leaders of business in US, representatives of other organizations etc. Obama was not shy of frankly admitting that his visit was primarily for helping effect fifty percent increase in business for and in US -- from the Indian market. His three-day visit will cost millions of dollars but then the gains must be many times more and for all times to come – more for US and to some extent for India.

US is not a philanthropic organization. It is the world's Super Power -- a status it has

acquired over the last few centuries. It shall not let that status pass away for philanthropic purposes. It will like and work for furthering its gains and continue to grow and grow. No problem and also nothing wrong.

Media has thus emerged as a very powerful instrument of economic, social and political change throughout the world. In India alone, as of now, there are nearly 80000 newspapers and periodicals, nearly 250 radio stations, 400 transmitters, about 500 TV with the number continuously growing, and about 300 private FM radio channels. These cover almost the entire country in terms of reach, readership, viewership and impact.

Nitty-gritty of media

I would now like to dwell upon the nitty-gritty of Media followed by its role in the Corporate World. In terms of numbers and types, media has emerged as the most wide-spread and most powerful for helping disseminate information, opinion-formation in favour or against a country or an organization or even an ethnic group or groups. In speed and reach, it is beyond imagination. News about world-shaking events like 9/11 in US or 26/11 Mumbai disaster by a handful of terrorists or terrorist attacks in London, Babri Masjid demolition or similar such events reached every nook and corner of the world in minutes. Then the economic downfall in the US was widely covered by the media in all its forms, manifestations and consequences not only for the US but for the world at large. Even now it is a subject of media coverage. Is not Obama visit to India mentioned above part of efforts at recovery by the US from its downslide and re-emergence as No.1 Power?

There was a time, not many years ago, when the media used to be called 'media with a mission' -- its role in the freedom struggle in India, opinion-formation against colonial rule in the Asian and African Continents, its voice against misrule or atrocities or trampling of human rights by the 'mighty' and so on. As a student of Journalism in mid-1950s, I was told 'if a dog bites a man, it is not news but if a man bites a dog it is news.' (I did my Post-Graduate Diploma in Journalism from Punjab University in 1955). That perhaps is partially valid today.

Today, media has also its agenda in pursuance of which in quite a few cases it indulges in practices which are unethical and unheard of in the past e.g. 'paid news syndrome'. There was a time when proportion of news and 'ads' was 70 or even 80% to 30% or even 20%. Not now. Take any media - whether print, electronic, web, internet etc. a large proportion is advertisements not of philanthropic organizations or subjects but of goods, services and allied areas. What are these reality shows, what are these 'krorepati shows', what are the advertorials and so on? They all are money-making or money-spinning strategies through the media.

Corporate world – challenges

As far as corporate world is concerned, there are umpteen challenges and opportunities for the media. How can a producer of ready-made garments in Ludhiana (Punjab) or of carpets in Mirzapur (U.P.) or producer of specially-designed 'purses' in Bhopal (M.P.) or of jewellery items (Gujarat) or of shawls (Kashmir) reach the customer first within the State then within the Country and lastly within the World? Only mass media can carry that message through its columns or through its footage or through 'advertisements' and market and sales-promotion strategies. What is true of small and medium industrial products is true of large and/or heavy industrial products like power plant and equipment -- just to give one example.

When the Public Sector engineering giant, Bharat Heavy Electricals Limited (BHEL), decided to go in for shopping abroad, a strategy was formulated by the Marketing Department in consultation with Corporate Public Relations (now called Corporate Communication) Department. Under this program, countries, and the likely products of use by those countries, were identified followed by details of mass media in those countries. Once this intensive exercise was over, contacts were established with the Indian diplomatic missions in those countries for helping BHEL publicise its products and services through the mass media. This strategy worked well and BHEL was able to enter some new

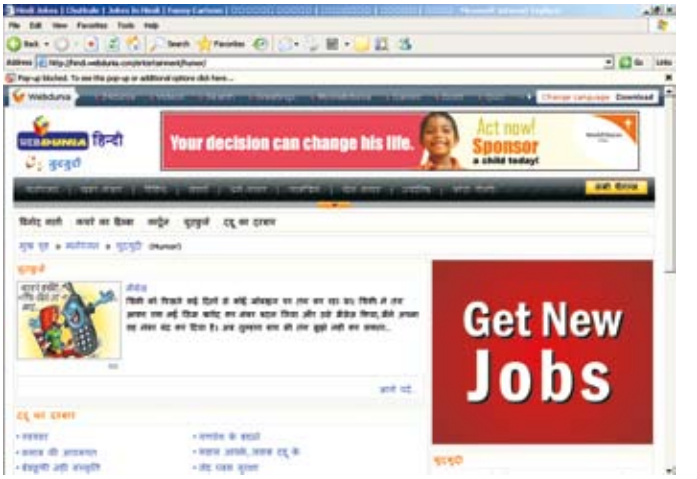
markets abroad.

While this unprecedented growth in media has posed many challenges from within and outside, it has also brought opportunities for growth in each and every sector. Challenges include competition with each other -- whether it is print media or electronic media or internet or web -- there is an unending race among the media to overtake each other in terms of reaching out to the people with 'news' and also in terms of disseminating material for decision-making, opinion formation and action.

An example will well illustrate. Within a couple of minutes of Obama's speech immediately on arrival at Mumbai on his 3-day visit starting November 6, almost all the TV channels came out with reactions of journalists, opinion makers, intellectuals, scholars, policy makers and columnists.

This telecast must have been seen by people throughout the world particularly in US, China, Pakistan and, of course, in India. Coverage by almost all the major TV channels was 'live' and for 72 hours i.e. right from Obama's arrival till his take-off. Is not it fantastic and totally unheard of in the past?

Within six hours of Obama's arrival in India, agreements to the tune of 20 million dollars were signed between US and Indian Corporates. Apart from huge business for US and its companies, these will also mean 50000 jobs in US. Many more agreements and of huge amounts were signed before Obama left for home. All this and all associated areas of current and vital interest to US and India were discussed and widely covered by the media instantly followed by the print media which, surely, has its own impact as a printed reference book.



Each TV channel works for increasing its TRP rating for which it is on its toes throughout 24 hours and 365 days. Similarly each newspaper works for overtaking the other and to not only retain but increase its readership.

Any laxity can be disastrous for the channels and for all those involved/associated with the channels. There are umpteen examples of how a particular channel or a newspaper emerged as the FIRST to air/telecast news of national or international importance.

Encyclopedia of information

Yet another challenge for the media is collection, preparing and using information from across the world about scientific, technological and other developments in all fields and disseminating the same through its channels and columns across the globe. That is how benefits of developments in science and technology reach every nook and corner of the world -- in agriculture, space, industry, telecom, automobile etc.

Those days are gone when the media just depended on the press releases doled out by the governments, organizations and others for filling its pages.

Opportunities for corporate communicators and business houses are fantastic. It is the Media and Media alone which can bring achievements of various business houses to the people right in their drawing rooms and in their board rooms. These, in turn, help in increased business and business opportunities in all sectors. For meeting the challenging requirements of the Media, media education and training institutions have to gird up their loins and come forward with such programmes as will help turn out top-class professions to man positions in the Media. For example, India's exclusive university in media education -- Makhanlal Chaturvedi National University of Journalism and Communication at Bhopal with campuses in NOIDA and Khandwa and over 500 study institutes has been playing a significant role in providing education and training in all new and emerging areas associated with the working of media.

Prof. B.K. Kuthiala, Vice Chancellor says 'Sky is the limit for conceiving and implementing latest programmes for meeting challenges thrown by corporatization and media boom across the globe.

India on the move

India is on the move and there is upsurge in all areas of economy. Indian products and services are in demand throughout the globe. Thanks to the mass media, entrepreneurial competence of our business leaders, quality of our human resource, programmes to produce goods and services of world-class standards and technology and 'zero defect' programmes especially for export arena. President Obama has rightly said 'people say India is rising. I say India has risen'. ■

Linguistic Manipulations

The problems of language press call for immediate identification and analysis. This would pave the way for the future advancement of the language press

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Communication is a process in which communicators use media to disseminate message widely, rapidly, and continuously to arouse intended meanings in large and diverse audiences in attempts to influence them in a verity of ways. As we know that the printed words are messages prepared for specific audiences; acceptance or rejection of these messages determine the shape and direction of these newspapers. The historical development of Urdu print media exhibits the changing colour of forms and functions of newspapers. The language papers are not only read but also read out to many who are not literate. There has been tremendous increase in terms of production and circulation of language press in India. The growth of Urdu dailies in recent decades shows a healthy trend but still has a long way to go far as the quality of coverage is concerned. Today most of the Urban-based newspapers use modern technology for printing. The advent of modern printing technology gave birth to attractive page layout and new concepts in editing practices made their mark.

It has been observed that print

media prefer elements that require least efforts to write. Hindi/Urdu print media devise code system in such a way that frequently used items become simpler. This trend is not very much noticeable in oral communication network. Words with high frequency are perceived and memorized faster and more accurately than unfamiliar words. Hindi/Urdu newspapers in India, to some extent, are obsessed with politics, crime, violence and sensational stories. Education and development gets scant coverage, Rural reporting has been accorded low priority. The quality of reporting, editing, designing and printing is simply below standard. Most of Urdu dailies use highly literary and ornamental language which is often beyond the comprehension and understanding of the average reader. That is why the circulation of Urdu dailies is restricted to urban localities. The newspapers generally serve the needs of urban elite. Even the newspapers that are published from the small towns do not fulfill the needs and aspirations of rural populace.

In recent years there has been a gradual rise in the number of Hindi/Urdu dailies. The problems of language press call for immediate identification and analysis. This would pave the way for the future advancement of the language press. The growth of Hindi/Urdu dailies in recent decades shows a healthy trend but still has a long way to go far as the quality of the coverage is concerned. Today most of the Urban-based newspapers use modern technology for printing. The advent of modern printing technology gave birth to attractive page layout and new concepts in editing practices made their mark. However, there is much to be done to improve the quality of content as each newspaper has its own tone in conveying the messages in different region.

Hindi/Urdu dailies used practical force to generate a unique style of expression which is characterized by a search for the best alternative expression rather than stale and oft repeated expressions. Practical force generally used by the news editors to highlight the consequences that language manipulators want to bring about. The style used in Hindi/Urdu dailies are fascinating areas to study the process underlying the formation of new expressions which are intended to bring modern knowledge within the reach of speech community.

Some of the leading Hindi/ Urdu dailies have used practical force as a tool to communicate messages quite effectively. It is being used as a problem solving style of communication in Hindi/ Urdu print media. The editorials and prominent headlines of the newspapers are marked by the style of communication where sentences are phrased to assert

influence on the newspaper readers. The authority centered communicative behavior of these newspaper editors cultivates a style of expression where practical force occupies a prominent place. A recent study indicates that the Hindi/Urdu dailies employing the practical force are becoming more and more acceptable among readers. The freshness of style and coined expressions with which the news are conveyed are the reasons of the popularity. Many of these kinds of expressions have been stabilized and standardized in formal use. Therefore, these newspapers provide a rich data on how a language develops new registers in the normal course of its use in areas and roles in which the speech community have not employed it before

Linguistic Mechanism:

The language of Hindi/Urdu newspapers has employed different linguistic mechanism of practical force to make their language simpler, effective and highly communicative. A common mechanism though not a frequently favoured one is straight borrowing from English. The words like reservation, secular, commission, conference, security camp etc, are some of the commonly used English lexicon in Hindi/Urdu dailies. The editors of these newspapers prefer these words because of their brevity of form and wider currency and acceptability.

The expressions such as kala bazaar for black market, kala dhan for black money, kala din for black day are the few examples which create new words or expressions by imitating another language. These examples are cases of literal translation of idiomatic phrases in English which have become more expressive in Hindi/Urdu. The association of black with evil has resulted in a number of Hindi/Urdu expressions. Loan creation is another linguistic mechanism which coins expressions which are stimulated not by cultural innovations but by the needs to match the existing concepts of the language of Hindi/Urdu dailies in a new context. Expressions such

The mechanisms of shortening of certain forms of language to reduce the time and effort both in speech and writing have now become integral part of media expressions

as dahshat gard for terrorism, taraqqi pasand for progressive, inquilab pasand for revolutionary, maslehat prast for opportunist etc. are examples

The mechanism of shortening of certain forms of language to reduce the time and effort both in speech and writing have now become integral part of media expressions. Abbreviation is used as one of the most effective mechanism of practical force. Hindi/Urdu dailies have a tendency to use English abbreviations to communicate their message. Abbreviated English forms like OSD, UNO, ITPO, CBI, NOC etc. are commonly used in Hindi/Urdu dailies. In the similar fashion Acronym is another most productive linguistic mechanism of practical force where words are formed with the combination of initial letters or syllables. Hindi/Urdu dailies have directly borrowed these acronyms from English.

These linguistic mechanisms do not allow any deviation in meaning from the social context in which the message is communicated. The relation of language to the individual reader cannot be ignored by the news editors. The process of innovation must have a balance between high literary expressions and commonly understood colloquial expressions so as a common reader or a semi literate person may also be able to comprehend the intended meaning. Subtle interplay of linguistic and extra linguistic considerations vis-à-vis target audience that are crucial for comprehensibility must be addressed by the editors of Hindi/Urdu dailies. It has been seen that in recent years there has been an increase in the readership of Hindi/Urdu newspapers in urban as well as in rural areas. It appears that the popularity enjoyed by these newspapers is no small measure due to the quality of expressions in the use of language and style that they have evolved over the years. It would be rewarding to make a sample operational survey of the language and style used in these newspapers to see if there is any correlation between the degree of comprehensibility and readability of a news item by semi literal population of Hindi/Urdu speech community. ■

Advertising via Mobile Devices

Just when it was observed that internet has got a firm foot in the market and been the most powerful medium of this era, there came one more pocket sized power pack which really had the ability to beat internet with its unique yet extremely impressive features

Parul Mehta & Sunil Hooda

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Introduction

Today from business tycoon to an ordinary rickshaw puller everyone is carrying mobile phone and doing business without mobile advertising is like winking at a girl in dark; you know what you are doing, but nobody else does.

Advertising is multidimensional. It is a form of Mass communication and also the most powerful tool, rather an instrument of business management. Mass communication essentially about giving and taking meaning and which so ever media does it in most effective manner becomes the most popular medium of that time.

With the advent of new media technology into the arena, older media seems ignored but still communication kept walking either with help of "Morse code" decades ago or moving on the wheels of "Bluetooth" today. Earlier which was done through print media, replaced by radio, then the television brought the magic with the help of amalgamated relation of audio and visuals and once again internet revolutionized the business industry. Each new entered media has the ability to affect the functioning of the already existing medias and thus older ones remained dormant. Just when it was observed that internet has made firm foot in the market and been the most powerful medium of this era, there came one more pocket sized power pack which really had the ability to beat internet with its unique yet extremely impressive features .This was the emergence of "Mobile Phone" as a new medium which helps the marketers in reaching their target audiences, and many big brand advertisers are moving from their

traditional advertising from TV and print to digital.

This is now the golden age of mobile advertising, when great innovations are being made and magnificent new advertising concepts are being invented. We are facing a change to mobile advertising like the internet world saw with Google adwords. This is the big opportunity for advertising now. If you are in advertising, get into the mobile side of the business, here is where all the real creativity is happening.

The mushrooming number of mobile advertisers in the market is one example to prove the popularity of mobile advertising in India. There are in fact a wide range of mobile advertisers in the market who deploy mobile marketing to promote a particular brand or service. With more than 270 million mobile users, India is becoming one of the sizzling markets for mobile advertisers in the world where 80% of mobile phone users receive advertising. Even IBM is teaming with researchers in academic institutions in Japan and India to explore an open, common user interface for mobile devices that will make them easier for aged or illiterate people around the world to use.

Objectives of the Study

- To know the marketers, philosophy towards advertising via mobile devices.
- To describe the support of mobile media to make mobile advertising campaign successful.
- To explore the consumers, perceptions and attitude towards mobile advertising.
- To find the factors affecting customer value regarding mobile advertising.

Research Methodology

- **Type of Research:** The study is descriptive as well as diagnostic in nature.
- **Sampling:** Study is based on sampling not the census method.
- **Sample Units:** There are three sampling units- Marketers, Viewers and Mobile Media.
- **Sample size:** It has been selected on the basis of purposive sampling technique. Size of each sample unit is as:
- **Marketers:** 10, Viewers/ Consumers: 100, Mobile Media: 5
- **Data Collection:** The data has been collected through primary as well as secondary sources i.e. websites, newspapers, magazines and survey etc.
- Hypothesis:

H1: A high advertising value is positively correlated with a "positive" attitude toward advertising via mobile devices.

H2a: A high entertainment factor of an advertising message is positively correlated with a "positive" attitude toward advertising via mobile devices.

H2b: A high entertainment factor of an advertising message is positively correlated with a high advertising value.

H3a: High informativeness of an advertising message is positively correlated with a "positive" attitude toward advertising via mobile devices.

H3b: High informativeness of an advertising message is positively correlated with a high advertising value.

H4a: Irritation of an advertising message is negatively correlated with a "positive" attitude toward advertising via mobile devices.

H4b: Irritation of an advertising message is negatively correlated with a high advertising

H5a: High credibility of an advertising message is positively correlated with a "positive" attitude toward advertising via mobile devices.

H5b: High credibility of an advertising message is positively correlated with a high advertising value.

H6a: Frequency of exposure of an advertising message is negatively correlated with a "positive" attitude toward advertising via mobile devices.

H6b: Frequency of exposure of an advertising message is negatively correlated with a high advertising value.

H7a: Relevance of privacy is negatively correlated with a "positive" attitude toward advertising via mobile devices.

H7b: Relevance of privacy is negatively correlated with a high advertising value.

H8a: Age of the consumer is negatively correlated with a "positive" attitude toward advertising via mobile devices.

H8b: Age of the consumer is negatively correlated with a high advertising value.

H9a: Attitudes toward advertising via mobile devices differ between employed and unemployed.

H9b: Advertising value differs between employed and unemployed.

H10a: A high level of literacy is negatively correlated with a "positive" attitude toward advertising via mobile devices.

H10b: A high level of literacy is negatively correlated with a high advertising value.

Data Analysis

Data is being analyzed in three parts as:

1. Marketers' Philosophy:

It has been found that a majority of respondents (79%) felt that digital media would take on greater focus in their overall marketing strategy. To make the compatibility with digital world, media mix is being restructured through shifting conventional advertising mode to digital mode of which one is mobile advertising.

As per survey a breakdown of average advertising budget shows that print and TV media are still the two most preferred means of advertisement. However, digital media is a close third with 25% share in budgetary allocation. Being Mobile a digital media of advertising, it has further various ways of ads like SMS, Wap, ARBT, Gaming, and Bluetooth etc. of which budget allocation is given below:

2. Mobile Media Approach

Companies like Affle, Webaroo, Netcore Solutions, and Gingersoft Media have brought their own innovative SMS marketing technologies to help companies reach their customers easily.

In all these services, consumers will be served with ads in their text messages. Usually, the bottom space of the message box is used to serve ads. But since these services are free, a lot of Indian mobile users are cool with this idea. In a relatively short period of time, Webaroo has a 7 million user base, mGinger has a 1.5 million user base, and Affle has a 500,000 user base which is steadily growing. With numbers like this, the Indian mobile advertising market looks poised for a huge growth in the future.

S. No.	Variables (Ways of mobile advertising)	% of Digital Ad Budget
1.	SMS Ads	38
2.	Wap Ads	22
3.	ARBT Ads	21
4.	Gaming Ads	15
5.	Bluetooth Ads	04

Table 1

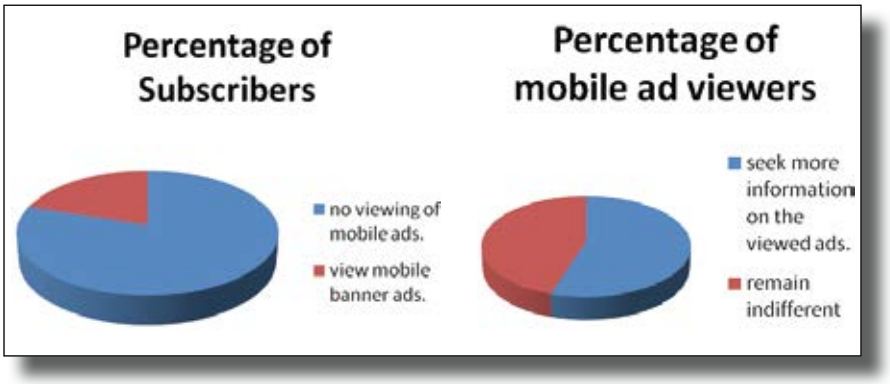


Fig 1

Present study puts forth some startling facts as to why mobile advertising is destined to flourish in India. It has been found that 20% of subscribers view mobile banner ads and, of those, 55% seek more information on the ads viewed.

Further, 45% people remain indifferent and they did not mind viewing ads on their mobile phones.

3. Customer Perceptions / Attitude

Advertising value is a measure for advertising effectiveness and "may serve as an index of customer satisfaction with the communication products of organizations". It is defined as "a subjective evaluation of the relative worth or utility of advertising to consumers" (Ducoffe, 1995; p. 1). A high advertising value is positively correlated with a "positive" attitude toward advertising via mobile devices. It has been hypothesized that level of customer satisfaction is outcome of various variables like value creation by mobile ads, message content, frequency of exposure, employment, age and customer education etc. Now these hypotheses have been tested in table 2 in the next page.

The values shown in table 2 show the degree of correlation between stated variables to test the hypothesis where 'r' denotes relationship between advertising value and various hypothesized variables and 'R' indicates the relationship between attitude towards mobile ads and hypothesized variables, in form of Karlpearson co-efficient of correlation computed with data collected through questionnaire using SPSS. Higher values show the high degree of correlation and vice versa.

The results show that the consumers' perceptions toward mobile advertising and advertising value are strongly influenced by the content and the frequency of

Hypothesized	Perceived Advertising Variables Value (r)	Attitude toward Advertising via Mobile Devices (R)
H1: Perceived Advertising Value		.648
H2a and H2b: Entertainment	.742	.620
H3a and H3b: Informativeness	.689	.631
H4: Irritation		-.11
H5a and H5b: Credibility	.678	.634
H6a and H6b: Frequency	-.087	-.59
H7a and H7b: Privacy	-.152	-.104
H8a and H8b: Age	-.054	.002
H9a and H9b: Employment	0.68	0.72
H10a and H10b: Literacy	.071	.32

Table 2

the advertising message sent by mobiles.

In addition, consumers' characteristics except educational level do not affect too much advertising value and attitude towards mobile advertising. Mainly the advertising message content influences its value and consumers' attitude.

Suggestions

- Avoid buying cheap impressions and not focusing on making an impression on the target audience.
- Marketers should set clear metrics for success are imperative in mobile advertising. Engage with a third-party research firm such as Dynamic Logic to understand the brand implications of a campaign.
- "Think about who you need to reach, when you want to reach them, and what you want them to do for an efficient and effective buy." Marketer should be able to engage target audience at scale is unparalleled in mobile.
- Advertisers should do user scenarios for a post-click experience that is customized for the mobile audience.
- Do not forget about connected devices such as gaming devices and tablets, feature phones, and cross-platform opportunities.

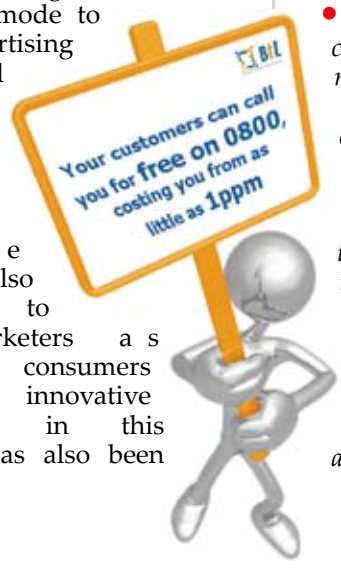
Conclusion

In the world of digitization, mobile advertising seems to grow because of more cost effective, having ability to convert target into actual consumers.

With the advent of 3G, mvAS including mobile advertising will receive a boost. The popularity of applications such as Twitter, Facebook and YouTube is proof of this.

To make the compatibility with digital world, marketers are restructuring their media mix through shifting conventional advertising mode to mobile advertising and increasing its share in total advertising budget.

Mobile media is also supporting to both marketers as well as consumers providing innovative technologies in this regard. It has also been found that there is a positive correlation between advertising value and mobile ads value. Mainly Consumer perceptions are outcome of message content and frequency of ads through mobile devices.



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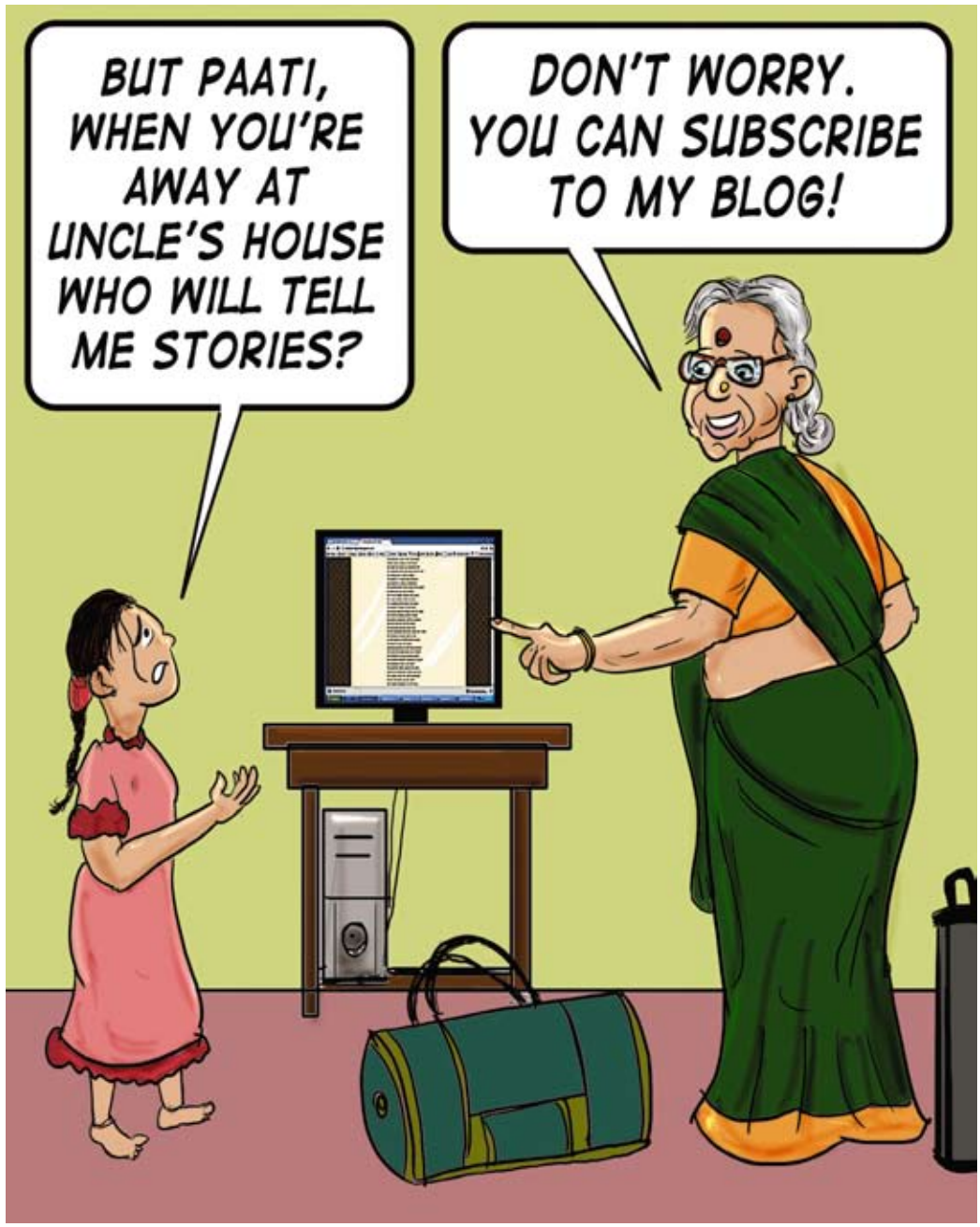
The second wave of modernization indicated in 1970-80's. It did not produce as much impact as it produced in western countries. During these times the habit of listening to oral stories was high in India



Tamil Bloggers as Storytellers

Dr. S. Nagarathinam
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Dinamalar, Madurai

In ancient times, when the transport and telecommunication facilities were in a nascent stage of development, traveling by people from one place to another place was also less. The oral tradition of telling information by one person to another or to a group was one of the most common practices during that time.

Because of the advancements in telecommunication, people are now used to know the information

through Media. Now the Blogs and Internet are facilitating the bloggers to tell stories and get feedback from the audience in written form.

Blog Storytelling

According to Susan C. Herring (2004), Weblogs (blogs) — are frequently modified web pages in which dated entries are listed in reverse chronological sequence and are the latest genre of Internet communication to attain widespread popularity. In blogging, two-way communication is possible and it is mostly undergone in a written format in blogging.

The second wave of modernization indicated in 1970-80's. It did not produce as much impact as it produced in western countries. During these times the habit of listening to oral stories was high in India.

Peter Hunt (1996) asserts that during the period grandmothers took a vital role in storytelling in many different cultures. And parents also told stories to children. During that time Storytelling Kodaangis (A musician playing a small cylindrical drum with a slender middle, held in one hand and played with fingers of the other) were also found in the village areas of Tamilnadu.

The period after 1990's is called as the period of third wave of modernization. After 1990s, the habit of watching TV up to early morning 3- 4 o' clock even prevails now also. It can be seen during live Cricket matches.

But the habit of listening to the stories up to early morning 3-4 o'clock by sitting in front of the Kodaangis is completely disappeared. The real life storytellers, Kodaangis, Grandmas are becoming rare. The study searches for a ray of hope for one of the alternatives – especially blogging, for the same purpose.

Tamil blogs

In 1992, Tim Berners-Lee called the father of internet kept a page containing the list of websites in the computer of CERN Research Centre. In August 14, 1995, two lecturers from Bond University on the Gold Coast Australia namely Raikundalia and M. Rees proposed a name called weblog in a seminar held in Australia. Technocratti says that there are

about 112 million blogs till date. Blogging has a history of last 11 years.

The history of Tamil blogs is nearly 7 years old only. The first blog posted by Navan in January 16, 2003 had only one word called "Tamil".

The search for the first blog storyteller was also needed for the study. Zen stories were told every day in a blog called *Zendaily.blogspot.com.* The first story had been posted in December 13, 2004.

The owner of this blog, Ganga (male) is the first storyteller (written form) in the Tamil blog. His stories were written for common blog readers. Following him, Paransothi started a blog in the title of Paransothi's page *paransothi.blogspot.com* on June 26, 2005. This is the first blog created for telling stories to children in Tamil. These two persons can be considered as the forerunners for telling stories to children through Tamil blogs.

Paransothi has clearly said in his first blog "Please read the siruvarpoonga blog and tell it as a story to the children and guide them in right way." The *www.tamilmanam.net* aggregator reveals that there are nearly 5,922 blogs as on Septemeber 9, 2009. The storytelling blogs selected for the study follow the general narrative logic. Paramarthaguru stories, Vikiramadithyan stories, Moral fictions, Zen and Korean children stories have been written for children only.

Tele-society

Tamil blog aggregators act as a platform for those who are willing to read stories in a tele-society. William Gibson describes tele-society as total interconnectedness of human beings through computers and telecommunication without regard to physical geography.

In the traditional society, it was clearly known as to who the story teller was and who the listener was. But in the tele-society there is no clear idea about who the story writer is and who the reader (if the writer and the reader do not reveal their personal identities including, Name, Gender, Age and Physical Location).

According to *www.tamilmanam.net,* the average articles posted everyday is 261. These Tamil articles receive an average of 1,954 comments everyday. But writing stories for children is in the budding stage in Tamil Blogs. Out of more than 5,000 blogs, only 17 bloggers of them have emerged as storytellers. A total of 502 stories are present in 17 selected Tamil blogs. This shows the earlier transformation of Tamil storytellers into new media. In other words, we can say it is in the "take-off" of Rostow's stage of modernisation.

The total number of comments posted for all these stories is 1,888. Three blogs did not receive even a single comment. These three blogs had 41 stories. 1,188 comments have come for 481 stories. So, on an average 2.4 persons have given their comments for each story in the blogs. Due to this, it is clear that at least 2 persons have replied to the storyteller's story. It indicates the presence of a tele-society where computer mediated communication has been provided between story teller and reader of the blog.

Suttikathaikal.blogspot.com blog proves physical disconnectedness of the blog users, they were connected by computers. The Suttikathaikal blog owner Rukmini Seshayi's (grandmother, exclusively to tell stories to children, has 45 followers) blog received 20 comments. 95 per cent of the blog readers were originated from the city of the blog author's native city Chennai. So this helps to understand the formation of storytelling tradition in the tele-society. 98 per cent of the comments received from ages older than 9. And a few children were the audience for the storytellers.

This indicates that how a change in communication in exchanging the information among themselves has occurred in the present post modern tele-society when compared to traditional society. In this tele-society, the storytelling can be taken as an extension of oral story telling tradition.

Moral fictions

Generally the stories for children are puranas, epics, and moral fictions. Content Analysis was used to classify the stories written in blogs under two categories. The stories were categorized for content analysis into two categories for testing the Folklore scholar Blackburn results. 1. Moral Stories 2.Epic and Myths. The result is 95 per cent of them were moral fictions. Out of 522 stories, apart from 22 stories all other 500 stories were moral fictions.

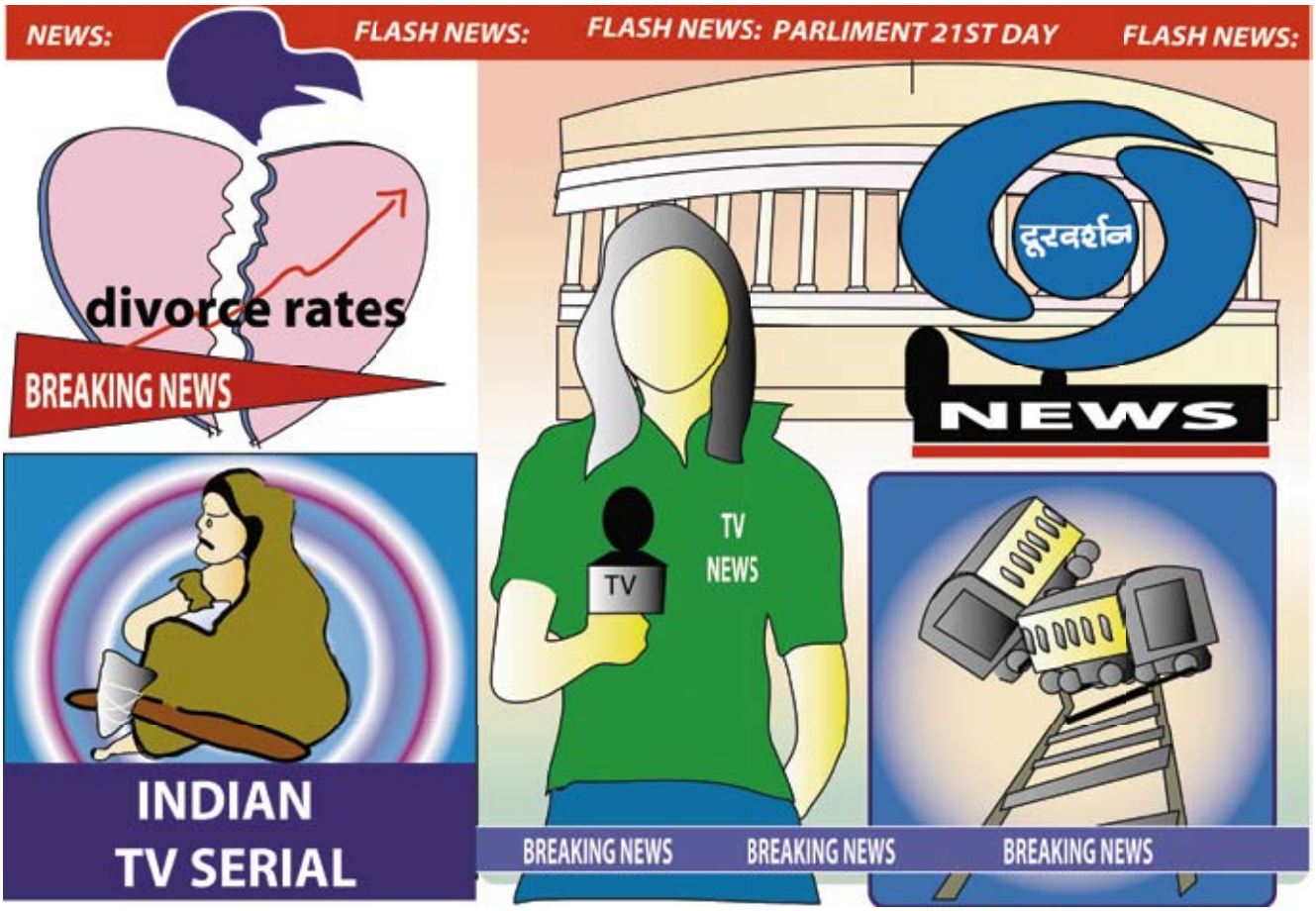
Blackburn, based on his experience in collecting the stories by traveling to different places of Tamilnadu in 1995 and 1996 said that moral fictions were largely present in his collection. His study has been published as a book titled Blackburn, Stuart.

Moral Fictions: Tamil Folk stories from Oral Tradition. The presence of moral fictions to the tune of 95 per cent in blogs indicates that the narrative logic of stories in blogs reflects the story telling tradition of Tamils.

So the Tamil story telling tradition is reflected in blogs storytelling also. The crime and punishment feature seen in the Tamil story telling tradition can be seen in blog story telling tradition also.

The arrival of blogs has created an opportunity for an oral story teller to transform into a computer mediated written storyteller. This study certainly believes that an environment in future will be created for the same oral storytelling via audio and webcam podcast with a real-time streaming or an appropriate time, when the audiences wish to listen. ■

Changing Trends in Indian Private & Public TV: A Content Analysis



Also an Ombudsman could be created to clean the private sector TV and reform our Doordarshan which is the public service Broadcaster. This Ombudsman could probe allegations of favoritism, corruption, vulgarity and obscenity in private as well as public TV

S.Ganesh

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Introduction

Television has been changing in India and this time the new medium of internet has made TV more attractive. There is cable TV and there is Satellite TV available in India. And also, there is Doordarshan the public service broadcaster available to viewers.

Private TV, inclusive of cable and satellite has to combine viewership and advertising revenue for survival and this is true for a country like India. Compromising on values, the private TV survives with a lot of entertainment and sometimes

it is more adult oriented. The political parties like DMK and AIADMK have SUN TV and Jaya TV respectively and these provide room for political broadcasting and these are ideologically oriented respectively to their parent parties. Living on low budget and paying employees low salaries, the private TV is able to survive in the market. The struggling public broadcaster namely the Doordarshan has lost some money in advertising but managed to hold on to lower class and lower middle class audiences who lack cable services. Running like American Private Stations, the Doordarshan rents serials like Chithi (Tamil) and run it on its service.

Adult Fare

There is bold move on the part of private channels to introduce adult fare and programmes and they are highly sensational. Programmes like Hot and Hotter a show which appears in a private TV are about adult themes and these are put on night shows. Anything is done to attract advertisers and ratings and the TRP ratings play a pivotal role in winning advertising rupees.

The changing of actresses like Kushboo to Nadiya in the Jaya TV's Jackpot could also due to fell in ratings and also due to her change of loyalty of the party from AIADMK to DMK. Many serials featuring Devyani in Kolangal had to stop or had to be stopped as it exceeded the limit or time has come to be stopped and many serials featuring famous actors and actresses come and go thanks to audience wishes and likes.

Apart from a general mix obscenity and vulgarity, the private TV channels carry programmes which are of crass commercial in nature. Frequently, the rate of divorces among the actors is common in private channel serials which give the impression it is true in reality. Unlike the west and the US, where the divorce rates are very high, the divorce rates are not high in India. And also, there is a mix of violence found in private TV serials. Doordarshan is slightly better in that sense and they carry more programmes highlighting artistic and cultural values of our country.

There is a cooperative form of ownership when it comes to TV in Scandinavian counties and this means less commercial and more responsible programmes for viewers

The public service broadcaster viz. Doordarshan has not been able to overcome its financial crunch and its ability to attract advertisement revenues in a market based economy like India. It still suffers from advertisement oriented problems and technical problems and hope it can solve these effectively. While the private cable TV has been able to offer substantiative technical quality, the Doordarshan is not able to match this. One way is to look at the BBC which still has a fairly good model of a public service broadcaster in a developed country.

There is a cooperative form of ownership when it comes to TV in Scandinavian counties and this means less commercial and more responsible programmes for viewers. In America, there is the public Television or public Broadcasting service which exists in that country. The ABC, CBS and NBC are commercially operated networks providing commercial entertainment and programmes.

Of late, the private sector TV has come under criticism and this has happened because there is a lot of vulgarity and violence in the programmes. After 9.00 p.m., there is less for younger generation to watch in our private TV. There is the medical section which comes on every network and these focus on sexual disorders frequently and carry titillating messages. Also, there is the programme on fitness and these carry foreign models who tell message of fitness bordering on obscenity and pornography. These kind of programmes are common on almost every channel, be it a language or English channel and the message one can get from these programmes is that of provoking or creating unnatural sexual feelings among viewers. The products they market are also are not of good nature and durable as one could guess. This situation needs to be changed and reviewed by concerned authorities and Government. Also, Mass Communicators and Sociologists along with politicians and others should wage a battle to solve obscenity and pornography in private sector TV.

Situation Elsewhere

What we need is a model like in Britain where the BBC is the public service Broadcaster. We would need to emulate the British model and come out with a TV which is or could be in public sector. More good programmes like the ones found in BBC could be produced along with the will to fault the government when it errs.

Also an Ombudsman could be created to clean the private sector TV and reform our Doordarshan which is the public service Broadcaster. This Ombudsman could probe into allegations of favoritism, corruption, vulgarity and obscenity in private as well as public TV.

The News

When we come to the question of news, the public sector Doordarshan presents as expectedly pro-government views and the autonomy has changed a little of this medium. The Tamilnadu Government is covered more frequently than needed in local Tamil Channel of Doordarshan because of the electoral alliance of DMK has with the Congress party at the centre. Many opposition party members are denied voice in the channel. The private sector SUN and Jaya TV are controlled by DMK and AIADMK, the two leading parties in Tamil Nadu and respectively cover the views of these parties. It is not any better when it comes to other channels and these reflect

the views of the owners like Captain TV voicing DMDK leader and Actor Vijayakanth's views and Mega TV and Vasanth TV voicing Congress representations.

Development News

The Doordarshan for its namesake for being public service broadcaster has some development news and development information. But rest of the channels goes by what is hot for the day and what will sell products in the market place. The frequent thing one can come across in Times Now, NDTV and Channel X is that what is the current news or hot in Parliament or what opposition parties discuss in the Parliament usually becomes the top news. No doubt, these channels cover natural calamities, rail accidents, plane crash and other news of the day as and when these happen. But what is lacking is a developmental input which requires more humane touch without sensationalizing the issue. But sensationalism is more often found in English and other private channels.

What needs to be done

Not just government action alone can set right the situation. Media monitors have to be found with Mass Communicators and sociologists forming groups to study and control the programmes found in private and public TV.

1. We need to study the Scandinavian model and model of BBC as found in the UK and try to implement the same here in India.
2. The local and State Governments should be empowered to deal with TV channels in the languages and regions where these are located to safeguard decency and public good.
3. University students and teachers as well as government servants should form associations to study the private and public TV.
4. Mass Communicators and Sociologists study the TV medium in India and suggest suitable solutions.
5. And all others concerned should take a serious look at the media of private and public TV and remedy the situation.

Conclusion

The electronic media of TV in India are in the hands of private as well as public sectors. We would need to do much to change private TV and equip our public service broadcaster to live up to the challenges of 21st century Indian citizens.

There is a role for policy makers, sociologists, and mass communicators to play in empowering the TV medium in India to effectively deal with social, political and cultural problems of present India and present a lasting solution.

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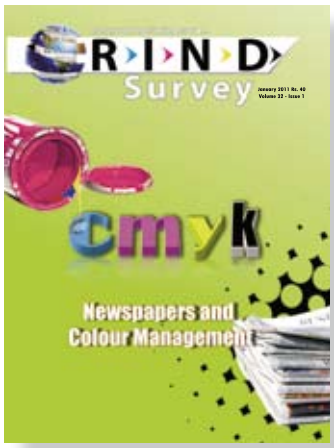

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Regional Imbalance in Orissa: Media & Govt.'s Role

Regional imbalance was the natural corollary of colonial regime in India. Wherever and whatever little developmental activities were taken up during the British rule in India, they basically meant for colonial exploitation and surplus wealth creation to suffice the economic growth processes in England

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Regional Imbalance is a worldwide phenomenon. Region, howsoever small may it be the imbalance/ inequality is inherent to it. Region derived from the Latin word "regio" (from regere to rule) originating in 14th century is defined as an area of the world or of a country, especially one with a particular geographical, social etc. characteristics. In Scotland it is known as an administrative area. In Economic Geography and mainstream economics it is demarcated as an "area of Activity or interest".

Imbalance means a lack of balance or proportion, approximating to the English word inequality. Regional imbalance is a logical conclusion of the basic premises of differences in natural resource endowment and disproportionate human resource development. Natural resources are not equitably distributed throughout the globe. Also different regions of the world are not blessed with equal level of human skills and endeavour i.e. equi-proportionate human resource skill and productivity. The first one i.e. natural resource endowment is a gift of nature which cannot be varied with best of human efforts but the differentiation in productivity and skill of human resources can be minimized with sincere human efforts.

In such a parlance we need

to engross ourselves in serious thinking about regional imbalance. Regional imbalance was the natural corollary of colonial regime in India. Wherever and whatever little developmental activities were taken up during the British rule in India, they basically meant for colonial exploitation and surplus wealth creation to suffice the economic growth processes in England. Accordingly we have inherited an economy with ample regional imbalance in 1947.

With the adoption of sovereign, socialist, democratic republic ideology as the fundamental principles in the constitution and launching of the planned developmental economic era in 1951, we had tried our best to minimize regional imbalance and with very little success. Whatever the policy planning be, the five decades of democratically elected governments gave us a launching pad for jumping into an era of 5% plus economic growth, living behind the historical past of the Hindu rate of growth (i.e. a growth rate of 3.5%).

All said and done we are no more a food importing country. Nor are we an exporter of primary goods (forest, mining and agri-products). We have achieved the self-sufficiency in food grains and have already become an exporting country of items which were hitherto reserved by the first world. To add to this dimension, the success of democracy(in terms of conducting free and fair elections at regular intervals) in four decades has put us in commanding heights of good track records of human rights and made us a Voice to reckon with in the global arena.

Coming to the context of imbalance, the wheels of change has taken a completely different direction after the introduction of New Economic Policy that is propelled by L.P.G. (liberalization, privatization, and globalization). After more than one and a half decade of the introduction of this policy, we are at a cross road to put forth before the masses the role of media in eradicating regional imbalance as we visualize it today. In this write-up the text is confined to Orissan Regional Imbalance and the Role of Media in the last one decade i.e.1997-2007. Here emphasis has been laid to the role of media particularly the vernacular media in eradicating the regional imbalance.

Photos: Pradip Kumar Nath & Hemprabha Chauhan

Here media means particularly print media (i.e. the vernacular media, be it daily, weekly, monthly or an yearly that gives news, views and analysis and other language print media published from Orissa) and the electronic media (i.e. radio, Doordarshan and other news channels).

Thanks to the new Marketing Gurus' advice to segregate the readers/audience and capture the\s have started publishing their regional editions in places other than Cuttack and Bhubaneswar since a decade

The Ghadai Committee Report:

The Ghadai Committee under the provision of "Article 371 of Constitution of India" for constitution of a Separate Development Board for selected areas in the state of Orissa submitted its report on 20th September, 1994 which gives a clear picture about the level of regional imbalance by taking the Composite Development Index with 11 indicators and serializing the Blocks from one to 314 in the ascending order development.

(i) Out of the 75 Blocks which were categorized as developed, 68 are in the Coastal Districts and five only in the Western part of Orissa, i.e. in the Koshalanchal.

(ii) Out of the total 82 Very Backward Blocks 32 lie in Koshalanchal and 4 only in the Coastal Districts of Orissa.

(iii) Out of a total 70 Developing Blocks 32 lie in Coastal Districts and 24 lie in Koshalanchal.

In summing up out of the 169 Very Backward and Backward Blocks of Orissa 56 (out of a total of 85 Blocks) lie in Koshalanchal

and 26 (out of a total of 126) only lie in Coastal districts of Orissa. In this context way back in 1994 only 26 Blocks are to be taken care of in the Coastal districts whereas 56 are to be taken care of out of 85.

When Regional Imbalance was prominently put forth in black and white, till date no vernacular media (particularly the mainstream Oriya dailies whose proprietors basically hail from Eastern Orissa) ever tried to make it public to the people. On 20th November, 2007 when the Regional Imbalance Enquiry Commission had come to Sambalpur and had the discussion and public hearing, the members of the commission were astonished to find the awareness about Ghadai Committee Report amongst the citizens of Sambalpur. As if it is assumed that people need not/should not know the committee findings. It is a fact that the print out of the committee's report were never duly circulated and when there was clamor about taking action in consonance with the committee's report the copies of the report were very secretly destroyed by the administrative system. Herein the media in Orissa could have taken up a pro-active role in disseminating the information to the people about whose backwardness and the panacea for backwardness was written so prominently in this report. Of course small newspapers published from western Orissa viz " Koshala Prabaha", "Agnishikha" and the alternative journals like "Anvesha', "Bikalpa Bichara" have played a laudable role in disseminating the information of Ghadai Committee Report, but that too after so many years. The spatial incidence of migration of labourers, child labour exploitation, non-remunerative prices for agricultural and forest produce, incidence of lack of medical facilities and primary education, payment of lower wages as per the provision of law in informal sectors (viz. bidi makers, construction workers, collectors of non-timber forest produces from forest, house hold and domestic workers, rickshaw pullers, fruit venders, shoe-shine boys etc.) are reported only in a sensational manner by the vernacular media with the particular purpose of selling the newspapers. Herein the business motives are more prominent. A pinch of commitment for the development of the people to whom they are selling the newspapers and by whose money they are doing the business is lacking significantly in the work culture of the Media Baron Western part of the State.

The proprietors of vernacular media in Orissa have hardly envisaged that they have any significant role to play in eradication of regional imbalance. Due to many historical reasons the vernacular print media is owned and dominated by the people of Eastern Orissa particularly the Coastal Orissa. In such a milieu the people of Western Orissa and their miseries have never found its rightful place in vernacular Oriya dailies. The attempts by vernacular Oriya dailies published from Western Orissa have been noteworthy. But the reportage, views and analysis remain only as writings on the wall and people of Eastern Orissa pay a lip service to the same.

Culture and Media:

The negative reports about the folk culture of Western Orissa have dire consequences on the Life Genres (Geners die vie) of the people of this region of Orissa. The Sambalpur Lok Mahotsava may be taken as a case in point. The negative reportage of a newspaper owned by the family members of erstwhile Chief Minister (at present the Governor of Assam), in the first decade of Lok Mahotsava was very shocking. The negative reports of fault finding in every silly things of Lok Mahotsava went to such a great hype that the organisation of Lok Mahotsava at Sambalpur was portrayed as a sin committed by the Folk-culture loving people of Western Orissa. It propagated the idea that the end result of Lok Mahotsava is a big naught.

However the fact remains that the Sambalpur Lok Mahotsava took the lead and Organisors of the initial years discovered the exact path and guided others for the Grand task of resurrection and preservation of the dying folk art forms of Western Orissa.

This is the pan - Indian conclusion as reported in other language newspapers. There was a feeling amongst the so called intellectuals of Eastern Orissa that Sambalpur Lok Mahotasava is uniting the entire intellegensia of Western Orissa and that unity must be dismembered. This body of knowledge that was coming out of a successful organization of Lok Mahotsava started becoming a challenge to the so called intellectual pursuits of the people of Eastern Orissa. The sinister device through which the organization of Lok Mahotsava was ruptured was witnessed in the last four years (2007-2010) by one and all. Herein the negative reports in the initial days of organization of Lok Mahotsava played a very crucial role which is quoted by the policy planners about the incapability of the people to organize even an affair of a few lakhs of rupees.

If media do not have an eye for appreciating something good, something cordial, something which encourages fraternity, brotherhood and peace, then it should not sow the seeds of jealousy, disbelief, anger, sorrow or morass amongst the masses. Some of the newspapers have made enough negative reporting, finding faults and lacunas in the organization of the Lok Mahotsava, like mismanagement in food supply, some minor defects in light or sound, some minor mistakes in anchoring, lack of parking facilities etc. These are petty issues before the grand aspiration and efforts to preserve the dying folk arts. However they were highlighted in bold to discourage the organizers giving slaps on their chicks and creating rifts amongst themselves. Some newspapers had the single point agenda of fault finding of all the cultural events organized in Western Orissa- be it the folklore of Nuakhai, Gundikhai, Karma, Puspuni, Sithal Sasthi,

Dhanu Yatra. The same applies to Veer Surendra Sai Sambalpuri Natak Pratijogita (One hour Drama competition) organized by Yuba Udayana. Can the same newspapers afford such negative reporting about Konark Festival or about Bali Yatra of Cuttack? If not why in such reporting about the cultural events of the Western part of Orissa, be it Dhanu Yatra or Sithal Sasthi or Nuakhai .

Which Indian can forget the kind of politicking that the entire government machinery of Orissa was engaged in for destroying the issues of Illustrated weekly(1986) wherein the personal life of the then Chief Minister was reported.

News, Views and Analysis:

It is a fact that the media (print, audio and visual) has been irrationally biased and tilted in favour of publishing/ broadcasting/telecasting news, views and analysis of a particular region in Orissa (i.e. the region of high development, literacy and consciousness amongst the people about their rights). Specifically this is the region of Eastern Orissa comprising the districts of undivided Cuttack, Puri, Balasore and the Ganjam portion of the District of undivided Ganjam. This is the reason which is unduly and irrationally propagated as the Real Orissa at the cost of belittling the rest of the Regions in Orissa (constituting 20 districts at present). Out of this the Western part of Orissa comprising the undivided districts of Sambalpur, Kalahandi, Balangir, Sundergarh, Koraput and Phulbani get least importance in media (particularly the audio and visual).

Thanks to the new Marketing Gurus' advice to segregate the readers/audience and capture the market that the vernacular Oriya newspapers have started publishing their regional editions in places other than Cuttack and Bhubaneswar since a decade. But the most dangerous thing that they have done is segregating the readers of Orissa into different pockets and insulating them from knowing each other. For example - any news reporting on any specific issue in Sambalpur (e.g Farmer's Suicide) is not known to readers in Rourkela. The audience/reader is fully satisfied in seeing the news of his locality in print, but is befooled in the worst manner since his news is not known to the rest of the world that too in his own state.

Propagation of Positive/ Development Related News:

It is a fact that achievements, excellence in any field/activity are unduly exaggerated if the occurrence of the activity is nearer to the capital. The child sale, any gang rape or cold blooded murder, ultra activities or any literary or cultural programmes get unduly highlighted if the place of occurrence is either Bhubaneswar or Cuttack. The Bhubaneswar and Cuttack centric media have played havoc in the development pursuit of the state.

Indigenous Knowledge System and Intellectual Property Rights:

When we live in a WTO (World Trade Organisation) regime one needs to understand the concept of TRIPS (Trade Related Intellectual Property Rights) and TRIMS (Trade Related Investment Measures). In the context of Indigenous Knowledge System, be it on any medical and therapeutic practices, or manufacturing of specific artifacts, or specific patterns of folk lore (folk dance, folk song, folk music instruments) or specific practices of the Socio-facts, these bear special relevance for patenting and their related economic benefits. For this the media has well defined and precise role in bringing these concepts into lime light and making the people aware to win in the international bargain for Intellectual Property Rights and gain over the specific benefits i.e. expected to emanate from acquiring the Patent Rights of specific items.

The Western Orissa Folk Music Instruments are a case in point. "When will we apply, if needed bargain for the Patent Rights of DHUNKEL (a musical instrument well entrenched in the folk dance form of Dalkhai and the cultural heritage of Dalkhai Kuthi) ponders an eminent scholar and organizer of folk culture - Dr. Dileep Padhi.

Media and Role of Local Language:

Irrespective of the undue hype made over the Bhasha Andolan in the first decade of last century, it is a fact that Oriya has never been the medium of expression and the medium of literature in the Western part of Orissa. It is only after 1850 when the Oriya medium schools were established by the British and the very entry of Abadhana (teachers) into this part of Orissa that Oriya started gaining ground as the medium of expression of the so called elite and the formally educated. The absence of any standard Oriya literary work in this part of Orissa before 1850 amply proves that Oriya was never in vogue as a medium of expression of either the masses or the so called elites of the then region with its cultural affinity with "Maithili"/ "Chattisgadi"/ "Hindi" or the "Marathi" speaking people of the rest of India. The systematic process of Oriyanisation (imposition of Oriya language) could not make an average person after 150 years even to have a clear comprehension in Standard Oriya diction. In a 1972 paper in Economic & Political Weekly Dr. Neelakantha Rath has elaborated how "Shankar Kisam" paddy is understood as Mahadev Dhan or paddy for/of Lord Shiva. Another word Mayee Deba is understood as the month of May. Mayee Deba means the flattening of the mud in the paddy fields.

This is the kind of understanding the poor farmers have after listening the Krushi Khabar from All India Radio Sambalpur. It is only in 1985, thanks to the tiring efforts of Sri Abhay Kumar Padhee the All India Radio Sambalpur started broadcasting "Chasar hal" in Sambalpuri Kaushali language. Even today the programme meant for women "Ghar Sansar" is broadcast in chaste Oriya language with typical Oriya diction and pronunciation which is hardly understood by rural folk of this region. The

language-culture, literature, folk lores of Western and Southern Orissa are least reflected in the media. Till date, in the backdrop of a flourishing literary past in Sambalpuri/Kaushali language, no mainstream Oriya newspaper viz has ever taken care or interest in publishing something worthwhile in Sambalpuri Koshali language. Thanks to the efforts of local newspapers like "Agnishikha", "Koshala", "Koshala Prabaha", "Bidroha", "Paschimanchal Istahara",Dakua", "Arji", "Ganabarta", "Heeraprastha" etc. and the journals like "Nisan", "Kahar","Leti","Bharni","Sailta", "Nua Sakal", "Nuajharan", "Batua Bas"that the cultural ethos of this region get reflected in Sambalpuri Koshali language.

Language plays a very critical role in the process of development of a particular region. Language is only and the only way through which any individual has the gateway to the rest of the world. It is not only the most viable means to transact with the rest of the world but also the only medium through which any one can receive any information. And we are living in an era called "The Information Age" where information is every thing. Even Information is Wealth. Herein the print media and its brothren- audio and visual have played a negative role in belittling the identity of the Indigenous People of this region. Prejudice runs very high in Orissa that the media can sustain itself and make profits if it goes in regional and local languages.

It is high time to hope that the print, audio and visual media will play a commendable role in the process of development and eradication of poverty.

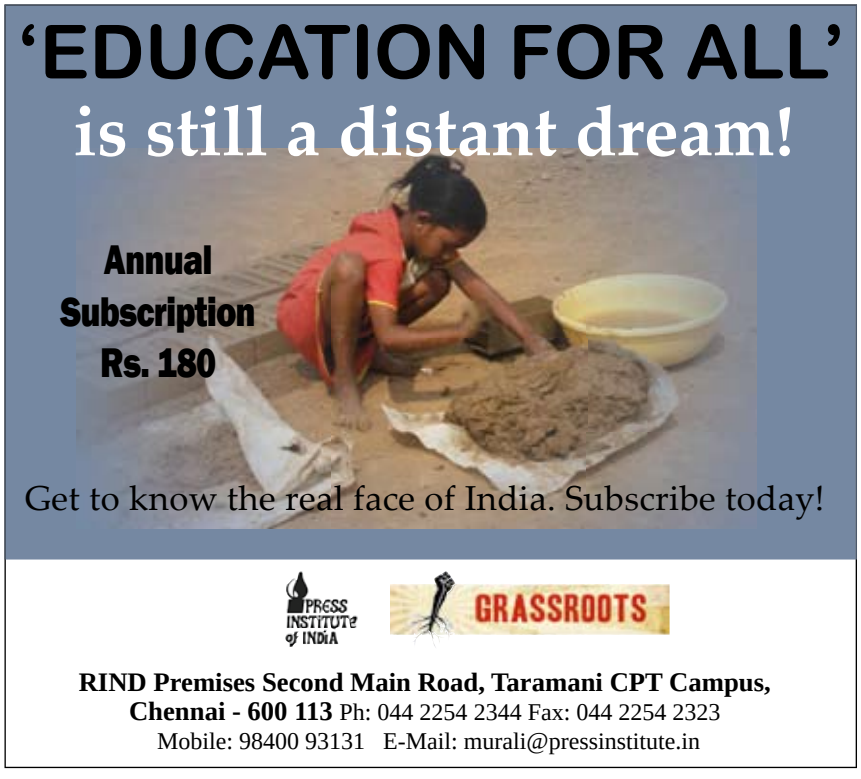
Regional Imbalance— Government's Role:

Owing to the neglect of Western Orissa and reported agitation in the context of 1995 elections, the then Prime Minister committed in an election meeting that a Western Orissa Development Council (WODC) would be constituted to look after the problems of regional imbalance. In March 1995 election the Congress came to power and in November 1998 the WODC Bill became an Act. The body proved ineffective. In March 2000 BJD-BJP coalition formed the government. In accordance with their election manifesto the government replaced the old 1998 law by a new Act. But the new law passed hurriedly on 31st August, also proved ineffective and did nothing for the progress of the western region.

Situation got worse as the office of WODC is situated in Bhubaneswar and is fully under the control of Eastern people. WODC became ineffective. The council does not possess any financial powers. As per the reports in Media, the WODC received a grant-in-aid of Rs. 30 crores during the financial year 2001-2002. With this meager amount how can regional imbalances be removed. Owing to the continuing neglect and regional imbalance in the western region the demand for a separate state is already going on in Western Orissa. Political observers have also attributed the recent poor show of the BJD in the Western Orissan region due to the regional imbalance which haunts the area till date.

NHRC - on KBK and Western Orissa:

National Human Rights Commission (NHRC) on Koraput, Bolangir and Kalahandi (KBK) and western Orissa is extremely concerned due to violation of human rights in this area always. The reports of NHRC in respect of Western Orissa have categorically suggested that a separate status to this region may be given to alleviate the standard of living of the people who are living below the poverty line and dieing for food. Starvation in this region is such that people are forced to sell their children. Due to starvation and malnutrition inhabitants of this region are suffering from many fatal diseases. For these reasons the infant and maternal mortality rate is highest in this area. Due to lack of food and hunger tribals are eating roots, leaves and branches of trees which cause a disease called Volvulus in the intestine. After getting numerous reports about this disease from the area, Government of Orissa tried to suppress it and issued instructions to the authorities that the disease should be called stomach disease and not Volvulus, as the word defined in the dictionary as an intestinal disease that is caused due to excessive intake of roots and leaves. ■



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Tilonia's Communication Group - Combining Tradition and Modernity

To spread relevant message of social change and development in rural areas, a judicious combination of traditional media and modern communication techniques are needed

Bharat Dogra

Freelance Journalist specializing in development, environment, social reform and human rights

In several national movements and campaigns such as those relating to the Right to Information and the Rural Employment Guarantee Scheme, the puppet shows prepared by the Social Work and Research Centre (SWRC) attracted a lot of attention. The SWRC is a leading voluntary organisation whose main campus is in Tilonia village of Ajmer district (Rajasthan). Also known more popularly as the Barefoot College, the SWRC's communication team has won widespread appreciation for its use of diverse media to spread messages of social change and reform.

SWRC's experience shows that to spread relevant message of social change and development in rural areas, a judicious combination of traditional media and modern communication techniques are needed. What is more, the traditional media can be harnessed to convey new ideas, while the latest equipment can be used to preserve traditional songs

and dances for posterity.

This is the basis on which the SWRC has designed its communication programme. On the one hand, this Centre has one of the most innovative teams of puppetry. This team makes its own puppets, making such changes as are necessary to convey new messages. These puppets have played an important role in SWRC's efforts to bring meaningful social change. The puppets appear to be a lot of fun, yet they are able to make more daring statements than may be possible by a fiery speaker speaking on a controversial issue. These puppets are welcomed not only by children but by all sections. These have travelled much beyond the work area of SWRC to several distant cities and villages.

Several festivals of folk art have been organised by SWRC in which over 1,600 folk performers have made their presentation.

After a gap of a decade, Lok Utsav 2010 was held during February 2010. The 3-day festival of Folk Music was able to initiate a dialogue with the Dept. of Culture, Govt. of Rajasthan, on steps which are needed to improve the status of folk-artisans of Rajasthan. Towards the end of the Folk Arts Festival, a life-size puppet lit by a solar lantern captivated the audience.

On the other hand SWRC has also made very good use of modern techniques to capture its various development and social change activities in many video films and slide shows. In addition to its own work some other very significant movements and campaigns such as the Right to Information Campaign have been very well documented. SWRC's video library has a rich collection of over 400 films, relating to development and social reform issues. It has also a collection of over 25,000 slides which have been properly catalogued, mainly by rural women.

Modern equipment is also being used to preserve folk art and culture. At present SWRC has over 300 hours of video film and over 400 hours of audio recording of traditional folk forms for documentation and posterity.

SWRC's puppet unit was able to make a puppet stage on bullock-carts. This stage was made very colourful by people. At first a kerosene lamp was used to light the stage. Now a solar lantern provides better lighting, making it possible to give performances at night.

A special feature of this communication team is that its members consist of ordinary villagers (generally from the poorer households) with very little formal education. Good training and on-job-experience enable them to give very good

Photos: Bharat Dogra

Puppet unit was able to make a puppet stage on bullock-carts. This stage was made very colourful by people. At first a kerosene lamp was used to light the stage. Now a solar lantern provides better lighting, making it possible to give performances at night

performance not only in traditional communication formats but also in modern audio-visual unit. Giriraj a rural youth who is deaf and dumb not only handles screen printing work but in addition with the help of other colleagues overcomes the disability barrier to impart training in screen printing to many others.

Ramniwas, who has worked in both traditional and modern formats, believes that both has their own importance and need to be harnessed together for taking relevant messages to people.

Ramniwas and his colleagues have been particularly successful in preparing songs linked to various campaigns such as NREGA and Right to Information as well as various programmes of SWRC such as solar energy and water-harvesting. These songs have become very popular among people.

These communication teams are very skilled in orienting puppet-shows, street plays and other performances to the local situation and events. Changes in scripts are made very quickly after talking to people and understanding the local current situation. This greatly increases the effectiveness of this communication team.

An idea of the reach of this team of 'barefoot' communicators can be had from the available data that during 2009-10 more than 75500 persons watched the team performances on 234 occasions. The team performed in over 50 night schools before an audience of over 12000 students and villagers.

Now the reach of SWRC's communication team will increase further with the advent of community radio. The SWRC has been provided a FM frequency and the Tilonia Community Radio Station was formally commissioned on 9th November 2009 with the FM frequency 90.4 and is accessible to more than 30 villages in a radius of 15 kms. reaching out to a total population of about 40000 persons. With its rich treasure of folk music and development programmes and continuous inter-action with people, the Community Radio here can be a big success. ■

Even reporting on farmers' burning issues is not regularly done by many news channels, let alone entertainment channels in India. Most of the news channels therefore came to acquire an epithet as 'urban centric' and 'elite centric' too

TV Channels' Support for Agriculture and Alternate Livelihoods

Dr.C.S.H.N Murthy & Reetamoni Das

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Introduction

Though there are nearly 450 television channels in India, the support of this important and effective medium for agriculture and alternate livelihoods is very meagre. Whereas Doordarshan as a national channel is duty bound to offer agricultural communication in every region of the country, there are no regional channels in any state except the state of Andhra Pradesh which are offering some inputs to the farmers both in the farming traditions/ systems/practices and in modern management techniques such as innovations and marketing strategies. In Andhra Pradesh the ETV (The Eenadu-ETV group), which has a network of 12 regional television channels in twelve states of India, is offering agriculture related programs in the name of Annadaata (ETV) and Jai Kisan(ETV2). In the last three years the TV5 too started offering agriculture related information/ reporting in the evening between 5.30 pm and 6 pm. Of late NTV is also offering an agricultural program for a limited time each day.

But one question remains unanswered and daunting is that why all other television channels both in the state of Andhra Pradesh and elsewhere in India feel that

they do not have any social responsibility (corporate social responsibility) towards a most important sector of India namely agriculture and its community most of which are again marginal and small scale farmers. The reason for such a demand stems from the fact that the problems of the farmers in India are not homogeneous. Region wise, locality wise, climate wise, soil wise, and water availability wise the issues related to farming and farmers are quite divergent. Again intensity of these problems is not homogeneous to entire country.

In order to address such a vast canvass of common and divergent issues of farmers in time, only a satellite based communication and information technology like electronic media, especially television is the best source of aid/support to agriculture. Given 80% population depending on agriculture and the roots of cable television spreading the villages, thanks to the fast spread of telephone and satellite communication, there should not be a problem for the television channels to go for farmer/kisan centric programs. But, yet this is not happening. Even reporting on farmers' burning issues is not regularly done by many news channels, let alone entertainment channels in India. Most of the news channels therefore came to acquire an epithet as 'urban centric' and 'elite centric' too. Though such criticism is around for quite some time, there appears to be little realization of the importance of supporting agriculture among television channels in India. Most of the channels appear to be having a mandate of transmitting the entertainment programs at the cost of food which only farmers in India alone can produce by toiling night and day in the field without which we cannot watch any of the television programs in a laid back mood.

A brief overview of Indian Agriculture

For over a decade, the Indian agriculture has been on the decline. There are several factors which are affecting the agriculture and the farming community in India. Firstly, the Indian agriculture has been mostly the monsoon dependent and there has been a continuous monsoon failure for successive years at many regions of India during 1999-2009. Paradoxically, there has been excess rain fall too in certain areas which resulted in the flash floods. Occasional untimely cyclones devastated the crops of small farmers. The area under cultivation for food grain crops has remained constant at about 124 million hectares from 1970-1971 till 2009. The environmental imbalance has become more accentuated and a scientific study of the impact of such imbalances in the environment on agriculture has to emerge yet.

Prof.Dr.M.S.Swaminathan has made an in depth study of the problems of ailing agriculture in India and has submitted a report to the Government of India. According to Prof. Dr.Swaminathan (2009) there has been man wrought destruction of farming too. The role of middlemen, who form syndicates, the under pricing of the produce of the farmers, the government's failure to offer support price at the right time, the role of private bankers collecting high interests from the farmers for short term loans, the overall price rice of all agricultural inputs, and the failure of the governments to provide quality seeds/manures at subsidized prices on time and small/marginal farmers' poor knowledge or expertise to overcome situational strategies in farming methods are some of the factors which have brought the Indian agriculture to the brink of disaster today (Drought threatens India's farm and its economy. The Economist. July 22, 2009. http://www.economist.com/node/14070447/comments). Of all the three farmer groups (small medium and large-scale farmers), mostly the small/marginal farmers are worst affected and are even committing suicides.

Commenting on the extremity of the drought situation, Santwana Bhattacharya wrote (India's rain brings crop of doubt: Sept 10, 2009) that the Indian government, for one, claims that 'it will be able to insulate the bottom rung of society from the vagaries of drought'. For that, one may have to look at the next tier on the economic pecking order the small and medium farmer, whose heavily debt-powered investments on often merciless plots of farmland represent one of the riskier forms of venture capital the world has known. It is from these strata that one hears news of farmers' suicides.

Photos: Dr. C.S.H.N. Murthy and Reetamoni Das

In the six weeks up to August 27, more than 150 farmers committed suicide in Andhra Pradesh alone, according to an Associated Press report citing opposition parties and farmers' groups. That was six times the official toll of 25 farmer suicides in the state, where 70% of the 80 million population depend on agriculture, the report said

Call for Media Support to Agriculture: Prof.Dr.M S Swaminathan

In the opinion page of The Hindu (Nov 22, 2009), in response to the call given by Prof. Dr.M.S.Swainathan for 'Second Green Revolution' to put the agriculture back on track with the spirited support of media, several people from scientific community, media, academics and lay persons clan have sought the media intervention as an essential strategy to help the farmers overcome the current crisis (http://www.thehindu.com/opinion/Readers-Editor/article53140.ece accessed on Aug 5, 2010).

Though there has been media support to agriculture for quite a long time both in the All India Radio (in the form of Radio Forums) and in the Television since the launch of Satellite experiment in 1975 with the help of ISRO, the support has not been proportionate to the needs of the farmers.

Support of three Television Channels for Agriculture in Andhra Pradesh

In Andhra Pradesh there are about 44 commercial television channels. Some of them are news channels whereas a majority of them are entertainment channels. Out of these, only three television channels namely ETV (A Unit of Eenadu-ETV group of Media houses), Doordarshan (Government owned) and TV 5 (A Shreya Broadcasting Service Pvt Ltd) have been transmitting the programs on agriculture.

Whereas Doordarshan has been airing the agriculture programs since 1978 when the programs were transmitted in the name of 'Paalu-Chelu' (Milk and Fields), the ETV established in 1995 started beaming the Annadata Program since its inception. The proprietor of ETV and Eenadu media group Ch.Ramoji Rao by conviction is committed to the cause of farmers' welfare and has been publishing a monthly magazine called 'Annadata' since Eenadu news daily was established.

Commenting on the significant place Annadata magazine occupied today in India's leading agricultural publications the ABC says, 'Annadata, a unique magazine for farmers was set up in 1969. Annadata's genesis lies in understanding that farmers need to know about farming in their own languages. Annadata has become one of the foremost magazines for farmers (Circulation ABC July-Dec 2005: 1, 66,145).

The present study therefore is an effort to examine: (i) how far the existing electronic media (in the private and the government sectors) are transmitting the agricultural programs enabling the farmers to make informed decisions in their professional practices at low costs with reasonable returns. (ii) how far the coverage is addressing all the major areas of burning issues of farmers and farming strategies and techniques, and (iii) to examine whether the existing programs are sufficient or need to be further broadened to offer more inputs for the benefit of the farmers.

The three television channels which have been transmitting the agricultural programmes as mentioned above have been observed for their nature of the programs, coverage and the extent of the programs, and content of the programs in order to find out how far these programs are meeting the requirements of the farming community in terms of knowledge expertise, resources of know-how and methods of practices both traditional and new, and the problems confronted on the day to day basis. The contents of the months of May and June 2009, and January and February 2010 have been chosen for the study for both Kharif and Rabi seasons. The clippings of the transmitted television programs for these months have been recorded/collected from the respective channels and had been carefully scrutinized for their content.

1. ETV Annadata's programs: Mainly meant for demonstrating the methods/materials/processes of farming across a spectrum of techniques/management.
2. ETV2 Jaikisan's programs: Mainly meant to focus on an array of problems confronted by the farmers on day to day basis (eg. lack of support price, demand for manures/fertilizers, bank loans, protesting against

the role of middlemen, failure of the government to support the farmers in time, etc).

3. Doordarshan's Kisan/ Rytu Nestam programs: Mainly meant to transmit the programs falling under both the categories as in the case of TV 5.

4. TV 5 Annapoorna programs: Mainly meant to show programs falling under both the categories as explained in respect of Annadata and Jai Kisan of ETV.

Almost all the channels have adopted a three point criteria of selecting/scheduling the programs: most important of all being the timeliness/seasonal requirements, and contemporary reporting by the media in general of the problems faced by the farmers.

Analysis and Discussion

The study found that there is a world of difference in the content between Annadata and Jai Kisan. It is indeed a matter of great surprise to see that two different and distinct orientations of programmes could be developed by a private television channel (ETV and ETV2) as to the transmission of agricultural programmes. Such clarity is definitely missing in respect of Doordarshan and TV 5.

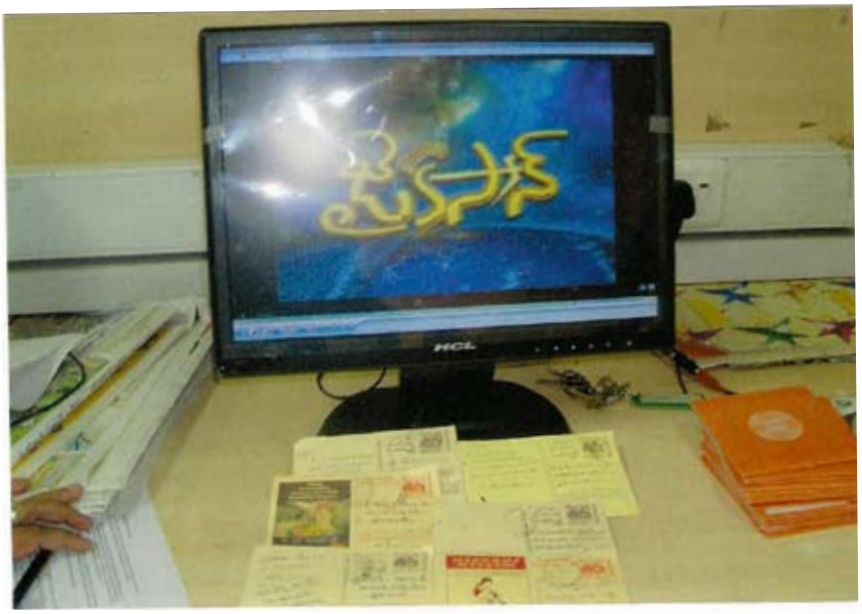
Further the time dedicated for the agriculture programs in ETV and ETV 2 combined is almost equivalent (6 hours) to that of the time slot given per week by Doordarshan (6 hours and twenty minutes. May be in some measure Doordarshan is transmitting a little more time than ETV due to its commitment to telecast both through broadcasting and narrow casting.

Both the ETV and ETV 2, and Doordarshan have the prior-scheduling of the programs and develop the programs accordingly. Though Doordarshan by virtue of being run by the government cannot be flexible in amending its prior-scheduled programs based on the contingencies developing from time to time, ETV and ETV 2 showed some departure and flexibility in respect of the content to be aired in times of distress/ calamities or other exigencies, explained its producers Amirneni Harikrishna, Giridhar and Sekhar (ETV 2) as also Dr.V Ranga Rao and Vakula (ETV). In respect of Doordarshan programs the involvement of scientists is more due to its being a government run electronic media, says Dr.V.Ranga Rao. But, Yarlagadda Sailaja the producer of the programs in Doordarshan held the view that DD being a state run television channel, credibility and accountability to farmers is viewed as a major criteria while addressing the concerns of the farmers regarding the farming practices/problems arising from the pests/diseases.

In our study we found that Doordarshan engaged more phone-in programs using agricultural scientists though the programs are more of oral presentation of messages to the questions raised by the farmers by the scientists from the studios. On the other hand, the ETV offers Annadata help line a live program wherein the answers are shown practically being shot on the place/field which offered a demonstration approach to clarify the doubts raised by the farmers.

Dr.Ranga Rao is of the opinion that for many problems which farmers seek answers during phone-in, it may not be possible to answer their problems in depth. Hence, ETV has designed Annadata help line program where it would address the previously received questions through appropriate techniques/methods demonstrated through visuals/ clippings. Though this author has nothing against in accepting Dr.Ranga Rao's statement per se, the Doordarshan's efforts to offer online answers through help-line through the involvement of scientists is in keeping with the scientific contour the programs deserve. Y.Sailaja's view in this respect is that it offers seriousness of the engagement of the government with the problems of the farmers. Since TV 5 commenced the programs only a couple of years back, the producer Sridevi explained that at the present they are having once in a week a live-show program to address to the problems of the farmers. But they are not supported by any practical clippings or visuals like ETV though scientists have been occasionally engaged in their programs too. Since most of the programs which TV 5 transmits are based on the reporters' footage, we have found a lot of content relates to showing the reporters' footage only wherever applicable or relevant.

As for the distribution of specific programs some important striking similarities could be found. Almost all the channels have been focussing mainly on general agricultural practices followed by horticultural practices. Compared



to the percentage of programmes aired in these two specific categories, the programs related to other areas such as poultry, fisheries, floriculture, etc which we categorized as alternative livelihoods for small farmers during un-season times are very less. Further programs like innovations and success stories are also very less in percentage. However, in this respect ETV and ETV 2 are slightly a step way ahead compared to Doordarshan and TV 5. Similarly programs like Jai Kisan of ETV and Annapoorna of TV 5 have more marketing focussed transmissions compared to the other problems encountered by the farmers such as low yields, power cuts, lack of irrigation support, lack of government support in times of calamities, etc. However, ETV has given a lot of importance to Crop Management, Innovations, and Success Stories more than Doordarshan and TV 5. It is a great satisfaction among all other broad categories.

By comparing the schedule of programs and the programs transmitted by each television channel under study with the different regions/districts of the state of Andhra Pradesh, we have also found that the entire state is not represented in any given calendar month's of programs of any television channel. When this question was raised during our in depth interviews with the COO of ETV Dr.V.Ranga Rao and Ms. Vakula (Annadata team), Yarlagadda Sailaja of DD and Sridevi of TV5, the answer given was that mostly agricultural issues specific to Kharif /Rabi and specific to particular crop are same for entire state. The other farming related issues specific to a region and location therefore naturally could not find space in the programs. They also explained a scenario of transmission in the programs they follow: (i) Firstly they transmit the programs common to the entire state like Mirchi (Red Chilli), Cotton, Paddy, etc. Then they need to offer follow up programs to the first program. (ii) Secondly they try to make their half an hour program as divergent/pluralistic/inclusive as possible. In the sense, out of four programs that find space in half an hour schedule, one or two fall under common agriculture issues whereas the remaining two are divided among alternative livelihoods like poultry, fisheries, animal husbandry etc. This pattern of programming sounds all right as ETV is doing its programs on no loss and no profit basis though it is in private sector and DD is doing its best as mandated from the public sector point of view.

But, will such programming meet the needs of the entire state and farming community is a billion dollar question. When we raised this question, both Ranga Rao and Yarlagadda Sailaja concurred with the authors. They feel the present efforts of the ETV and DD are nowhere near the actual magnitude of the requirement of the farmers of the state. More and more television channels like TV 5 and NTV should join the efforts. As to the suggestion to run a 24x7 television channel entirely devoted to farming and alternative livelihoods has been put to discussion, both Ranga Rao and Sailaja felt though it is a good idea which even government of India at one time toyed with and even consultations were done with the experts. However the idea ultimately did not carry favour with the concerned Ministry and the idea to go for a 24x7 television channel has not come through. The study however found that there is presently emphasis on a few areas compared to the entire spectrum of farming problems and farmers' issues on entire state basis. A lot many areas are to be covered for which the study demands more dedication of time and coverage by television channels.

Conclusions

The study further concludes that the present study is a first ever attempt in a small way in relating the agricultural programs to the contemporary needs of the farming community, which is under severe stress, and there is an urgent need to undertake an extensive study on the entire gamut of the programs being transmitted entire year. That is what we consider as limitation to our study too.

Further, the study calls for wider participation of many more electronic media channels in coming to the aid of the farmers and farming problems in terms of practices and alternate livelihoods. The study also recommends for an examination of larger samples comprising two years minimum to stabilize the findings further arrived at in the present study. ■

BLOGGING: An alternative medium

Blogging, by its capability of economic transmission of information and cultural products, is now becoming popular among youths, intellectuals, social activists and entrepreneurs. Social networking, a form of micro blogging, has added strength to it. Facebook, Myspace and Orkut etc. have created a parallel way and technique to get in touch with friends, colleagues, clients and peers

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Social media are media for social interaction. It is being considered as highly accessible and scalable publishing techniques. Social media use web-based technologies to turn communication into interactive dialogues. The wheel of history is moving very fast. The pace of social change is beyond our imagination. Mass media played a vital role to bring out this change. Since the beginning of the modern era print and broadcast media changed the life and thought of common people. The scientific temperament of people and their faith in democracy developed because of persuasive approach of media for these issues. We are now an altogether changed nation what we were hundred or hundred and twenty years ago. This happened because of various media in one

manner or the other tried to do so. However a profit motive cannot be ignored in the whole process. Now-a-days print media and electronic media both are in severe grip of capitalism. To increase their circulation newspapers and magazines choose to publish such a topic which caters to a very small top elite class. It neither provides a quality entertainment nor good information. Likewise media channels do the same kind of job to encase TRP. More circulation and more TRP ensure more advertisements and more profit as well. These programmers carry sensuous and sensational contents which do not contribute to bring any transformation.

Cricket, crime, cinema, politics and spicy content dominate our telecasts. The pressure of TRP corrupted our telecasts and most of the TV channels in one way or the other follow the same kind of formula for their programme production. TV is a very useful and productive medium for the country like India which is developing and with illiterates. Developmental issues have been totally ignored in our TV broadcasts and undesired programmes have replaced them. In this situation people and minds who think about society to develop and society to change do not find any place to express their ideas, views and motives. These conditions initiated and propagated made intellectual minds switch over to a new medium. Now it is almost organized and functioning like an alternative medium. Blogging, social networks, chat groups etc. are its various forms. It has created an alternative society with different kind of etiquettes and with no geographical boundary.

In 1977 John Berger used a term weblog for the internet based logs written by individuals at almost no cost. The term weblog, for the same, was abbreviated as Blog by Peter Merholz in the year 1999 which is now widely used and acceptable to all. Social networking is also known as microblogging. Blogging is a form of internet media which disseminates information, message, views and ideas through computers and their network. Computers are linked together via a telephone cable or any other kind of connecting instrument. It costs a little to transmit data. Ideas, views, images, sound and even a video or a movie can easily be transferred from one place to other without consideration of geographical distance. Now most of the cities and towns are connected through internet and hence the blogging has also gained momentum in these areas. However a big constraint is arising in rural areas where computer affordability and presence of internet connectivity are not in good condition. The power supply in these remote areas is also not sufficient to run computer continuously for seven to eight hours a day. Software engineers and mechanics to repair and maintain computer software and hardware are very few and incompetent. It also discourages internet connectivity in rural areas. In spite of all these constraints and limitations internet communication is spreading day by day. Bloggers and expression hungry people also are trying to get rid of these hurdles and creating their own resources to overcome these problems.

Thus all sphere of life is coming closer to each other.

Blogging, by its capability of economic transmission of information and cultural products, is now becoming popular among youths, intellectuals, social activists and entrepreneurs. Social networking, a form of micro blogging, has added strength to it. Facebook, Myspace and Orkut etc. have created a parallel way and technique to get in touch with friends, colleagues, clients and peers. Let us know how our society is changing and reorganizing itself in this context.

Remember the days when in case of an urgency a few textual words were transmitted through wire and at a very heavy charge. Then came the mobile revolution with SMS services. Our communication became smoother. Now we are a connected society. Sharing information, trade details, feelings and thoughts have become so easy that it changed our relationship altogether. We are moving towards paperless society. In metros most of our data storage is in electronic form. Now we do not keep our important letters in almirah or drawer but in our mail inbox. We play games and read books electronically. All these changes and along with the process of globalization has formed an alternative society which uses cyberspace for discussion, deliberation and debate on issues which are not properly addressed by so called mainstream media. The members participating in these discussions proudly call themselves as netizens.

A new space parallel to our physical world has been created to work, share and relate our ideas and also to love and hate each other.

An average net user spends two to three hours a day for e-mailing, blogging and social networking. A socially networked society has emerged which acts, behaves and works in a different manner. The member of this society are geographically separated and globally scattered but emotionally close to each other. They talk, discuss and share their views amongst themselves more frequently than their neighbors in the physical world. They exchange their ideas and feelings on regular basis and without any bias of nationality, religion, cast or creed. This society is far away from the sanctions like Khap Panchayats try to impose. It is continuously challenging the authoritative nature of ruling. A recent instance is of Wikileaks. It has successfully disclosed the secrets of American diplomacy along with several other countries. Without the technique of internet and existence of cyber society it would not have been a success story. This alternative society is quite flexible and generous enough to their members. One can easily join or leave the existing group of people and choose other set of people to live with if one feels uncomfortable. So membership of this society is at the will of the persons who are part of it. Thus for entry in this society liberal views are adopted. All these ethics and new etiquettes are mainly responsible to give birth to this alternative society.

Attacks on World Trade Tower on 9/11 and thereafter subsequent attacks on Afghanistan to control terrorism boosted blogging as a medium of communication. In 2004 Tsunami one of the biggest natural calamities of the civilized world added momentum to blogging and established it as an alternative method and platform for personal sharing. Bloggers across the globe showed their concern and helping attitude towards affected population during Tsunami. Thus the purpose of blogging can be identified as-

a) Creative expression of an individual and group of individuals.
b) To document one's personal experience and sharing.
c) To stay in touch with friends and family
d) Sharing of practical knowledge or skills with others
e) To create challenge for mainstream media.

Thus the emphasis is on personal expression for social cause and friends as well as for family. The mainstream media lacks to provide space for personal expression and thus it repels a large number of individuals who want to share their ideas with others. Blogging attracts them and reinstate them suitably. Mainly these are the following types of blogs that exist today-

1-Topical Blogs which include News and information based content.
2-Personal Journals and Diaries
3-Knowledge blogs
4-Business blogs and
5-Photo/Video blogs

Being a personalized medium blogging sometimes becomes a medium of personal rivalry. This kind of act is always condemned by fellow bloggers and gets corrected simultaneously.

The cyberspace and its cyber society come with other kind of agenda which is different from our so called actual society. In our actual world we are fearful of each other while conveying our ideas and views. We become revengeful when any expression goes against us. This affects our communication. Our mind and tongue lose their coherence. We think something and speak something else. So the chances of true and honest speech are diminishing in our mainstream discussion. Cyber society is far away from such kind of psychofancy. Cyber space also provides us an opportunity to hide our identity until and unless it is not required. This facility makes us bold and fearless in our expression.

Any kind of talk or discussion ultimately affects our actual world whether it has taken place in physical world or related to cyber media. But, the main stream media consist only those expressions which in turn give them monetary benefits. Reader and viewer often feel that the material provided by the main stream media is imposed on them. Choices are limited since time and space are limited in main stream media. Cyber media provides ample space for everyone and faster dissemination for our news and views and thus attracts more netizens to participate. Larger participation in the cyber world makes it more creative, interesting, vivid and varied. Different views and thoughts emerge here freely and thus show the path to constitute a stronger alternative society. By using cyber technology we can groom different kind of men, women and children. A more honest, just, knowledgeable, informed and sensible society is getting shape by blogging and generating an idea of brotherhood and friendliness across the world without any favor or boundary. ■

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Innovation in Media Education

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Communication has changed immensely in India in last two decades. Way back in 2000, opening up of media and explosion of information technology gave birth to the need for media training institutes, which can provide specialized training in media and related fields. Communication and mass communication were never felt so important in the growth of a society. Earlier, people who studied language and literature joined the field of journalism and after some experience, if they felt the need they shifted to other media related professions such as public relations, corporate communication or even teaching. Advertising and marketing were considered a little 'off track' career choices. Today, technology has changed our perception.

Branding, advertising marketing and public relations have become challenging and paying professions. Journalism is not far behind.

Media education institutes opened very traditionally with small classrooms and some senior journalists lecturing, 'no, not really lecturing but sharing his/her experiences with the youngsters,' with a peculiar nervousness about whether his/her experiences would be of use to prospective journalists or not. Not many Indian books were available which could give a comprehensive understanding of media and communication in India. Journalists preferred to take help of some American books on communication and handbooks prepared by the BBC or Reuters.

Since then media education in India has changed gradually and surely. Many Indian journalists and academicians have come up with very useful and analytical books on communication in India. Media training is now no more just sharing experiences of senior journalists, though it still remains an important way of teaching. The focus has now shifted from American and European way of communication to the Indian way, history and usage of communication. We have realized that the technology

Journalism has become a product with the opening up of the market

may be same the world over but the usage of technology when it comes to media, differs from society to society and that is where media education is focusing now. Communication has roots in the very psychological make-up of a society and it can neither be taught nor practiced properly and successfully unless we understand that. Therefore the course modules in media education pay proper attention to media history and the folk media as well. Subjects like mass communication theory and communication research, which were considered only academic and research oriented, are now an integral part of media education.

Practical training has become an integral part of the course curriculum. Theoretical teaching goes along but the general impression amongst students is that practical training or 'internship', as it is called, is more important than the theoretical part of it. Balancing the theoretical and practical is a new challenge before any media training institute. They are increasingly tying up with media houses for internships.

Technology has also come to play an important role in not only communication but also in media education. Internet, mobile phones and wi-fi systems have brought about a major change in the nature of media education. Power point presentations have become an integral part of classroom lectures. PPT helps in compressing information in a comprehensive and structured way. Video conferencing is also used to get in touch with media personalities sitting at a distant city so that they can reach students in the classroom and answer their queries. Recorded videos and audio tapes are used extensively to train the students in audio video communication.

Journalism has become a product with the opening up of the market. The content of any newspaper, TV channel, radio station or website has to be user friendly and has to sell. If there are less viewers, readers or listeners, the newspaper, TV channel or radio station etc will not be able to survive in the market which is full of rival counterparts. In such a scenario, media education is also formulated / modulated to meet the challenges and demands of the media market. It has both positive and negative effects. When something is constantly provided to the students keeping market viability in mind, the content is constantly updated, new things are introduced and thus the quality of the content becomes very important. But on the other hand, the ethics and moral issues related to media as profession get sidelined. Aamir Shakeel a graduate in journalism and now a content writer, says,' Innovations in media education has helped in giving a comprehensive perspective of mass communication to students which is very useful in understanding today's media. When we have that kind of understanding, we become clearer in where we stand vis-a-vis the challenges that our professional life offers".

Today a 'trained' journalist may be very competent and smart

in getting routine stories, he may very easily get adjusted into the professional life immediately after completing the course, but he may not be very well aware of his social and moral responsibility as a journalist in a democratic society.

Main Emerging Trend in current Media industry

While talking about main emerging trends about current Media industry the main points are:

A) Diversification of Media Companies
B) Foreign Investment
C) Media Convergence

Media Convergence

It can be defined as changing the way consumers consume content and the manner content is delivered to consumers. The process of convergence is facilitated and accelerated by the rapid technological advances and the broadband throughout the world. Convergence is expected to change the traditional industry structures, the existing business models and distribution mechanisms.

Growth of Media Industry in India

There is a big change in Media industry since 1990s, when Zee network and Star network started their operations in India. Particularly in this time Doordarshan also started facing competition. So in this regime a lot of universities started various courses in Media Studies to create media professionals. The Media and Entertainment industry grows faster than the gross domestic product growth (GDP) due to the elasticity of income. When incomes rise, people tend to spend proportionately more resources on leisure and entertainment than the necessities. India is poised to enter this phase of rapid growth in the sector. The Media and Entertainment sector is highly fragmented in India.

As Media Sector is a very fastest growing sector so there are also very great opportunities for New Jobs and Employment. To create skilled media professionals many universities started offering media studies. Journalism is not the only area in which students can make their career but also in Advertising, Public Relations, Media Marketing, Editing, Audio & Video Production, the other areas for better career options at present.

Innovative Education as per fastest growing industry

Modern media education deals in Changing face of TV news, Resurgence of the language

media, Developing animation content, New age technology and emerging production pipelines in animation, Raising capital, Linguistic diversity in Indian cinema, Radio for the masses, Scope of international co-productions, Talent crunch in the industry, Film marketing and distribution, Importance of digital cinema, Animation, IP creation, protection and life cycle, Visual effects, Mobile entertainment, Sports as entertainment, and Revenue streams in multiplexes.

With the help of modern technology content delivery for media education has become more digital and audio-visual. Practical training also enhanced student's knowledge while doing their Lab work.

At present era interaction with working media people also increased and a new concept on the name of "Corporate Mentorship," has been introduced. It is very helpful in providing knowledge about actual trends and practical approaches in the field. In this concept each and every student has been assigned a corporate mentor for upgrading their knowledge and for professional quarries. Another important aspect in media education is "Compulsory Internship Program". This aspect is the one of the best point for students. Almost all the universities have started Compulsory Internship Program (CIP) as a part of their course curriculum. The duration for internship is for 4 weeks to 12 weeks. With the help of this tool all academician tries to fill the gap between media studies and industry. Well built Audio-Video Studio along with latest computer lab including latest DTP software are also part of modern education for providing better practical enhancements. Each student must have to prepare some audio and video production as in the form of their assignments for practical enhancement. In these studios students can learn latest software like FCP & Avid etc for video editing, nuendo & cooledit for audio editing and Photoshop & Coral etc for DTP publishing. The establishment of these kinds of studios and Labs has become benchmark for providing real practical training to media students.

A major milestone for modern media education is "Student & Faculty Exchange Program". This is the turning point in media education for all media students. It means some students can do their study at their college where they enrolled themselves and they can do practical training and learn other new things related to their course curriculum at another university and college respectively. Same as student exchange another provision is faculty exchange, where faculty members from various universities or colleges go to another college and they can share their experiences and thoughts with students, so with the help of this exchange program students specially get exposure from experts in different fields.

In current scenario media academicians must have to force students to think about any problem/issue. They all must have to create that kind of thinking process which should be different from person to person because of their different socio-economic background. It involves decision making as well and there should be some steps for decision making like;-

1) To collect information
2) Write Information
3) Apply it to crisis, event, and situation and come out with solution. It means we all must have to create a thinking process in which we will be able to identify new emerging areas for making students aware. By giving special emphasize on each and every student we can all create skilled media professionals as per the industry demand. This could be called as participatory learning process.

Future prospects lie in the language journalism both in Print and Electronic Media especially in plural society of India. For maintaining the standards there should be efforts required for raising the standards of language writing and editing as compared to English journalism.

Conclusion:

There is still wider gap in providing innovative media training, more in language journalism.

Now with the open door policy of the government for foreign universities to establish their campus in India it will be able to reduce this gap substantially. There is also tremendous need for professional ethical approach and social responsibility on the part of media organizations.

We hope senior media professionals provide guidelines to young media professionals. Training organizations will survive only when they provide innovative training as per industry demand. Mr. Rajendra Dhodapkar, associate editor of the Hindustan says," Media education is definitely equipping the students with technical know-how. Their fundamentals are clear about journalism. But they are not creatively equipped with the potential to meet the challenges that crop up in everyday journalism. They have the skill but not the value system and that polish which is required in a competent journalist. The result is we have a crop of run of the mill journalists who lack an out of the box approach towards everyday journalism." Training organizations will survive only when they provide innovative training as per industry demand. ■

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Newspaper: more than a Business an Institution

N. Meera Raghavendra Rao
Freelance journalist and author

A reference to a 'professional' hitherto meant either a doctor, an engineer, a lawyer, an architect, a chartered /cost accountant or a teacher but with the multiplicity of disciplines the scenario of professionals too has widened. For instance we have a management professional, a software professional, a P.R. professional, a professional journalist and so on. To be called a professional as distinguished from an amateur,one should not only possess the necessary training in order to pursue the given profession, but also possess the qualities that are essential to bring the concept of professionalism to their specific activity. I would like to confine myself to my own field, that is, journalism and see

if we are having a diluted form of professionalism today.

Like any other professional, a journalist too is one who is expected to function at his highest efficiency and professional integrity regardless of personal preferences, predilections and prejudices. Though all professions call for professional integrity, one expects it to be the highest among practicing journalists, for they act as catalysts of social change.

Every profession carries an image and journalists are no exception. Unfortunately, today, they are acquiring a negative image due to unethical practices of some of their tribe. A 'nobody' is sometimes made a celebrity overnight and vice versa, not because of his/her merit or lack of it, but more because of the biases and prejudices (sometimes due to gifts received) of journalists. Here I recall a certain lady who was a professional landscape designer, who in order to get some publicity for herself, hankered for an interview to appear in the print media (she was earlier interviewed over one of the TV channels). After the interview was over she promptly offered to take me shopping saying I could pick up a saree of my choice, the price could be around Rs.---- she said.

When I vehemently refused she appeared flabbergasted and her next words came as a revelation to me . "I don't see anything wrong in you accepting my gift. In fact it was the other way round with the TV interviewer who was also a freelance journalist. Her condition to interview me was that I gift a saree costing rs. --- to her as well as to the producer of the show. "

Well, this is the 'professional integrity' of two professionals!

A Doctor

To be called a professional as distinguished from an amateur ,one should not only possess the necessary training in order to pursue the given profession , but also possess the qualities that are essential to bring the concept of professionalism to their specific activity

I wonder how a journalist, freelance or otherwise irrespective of the medium, print or audio or audio visual he/she contributes to, can accept gifts and still be independent (the hall mark of the profession) in his/her work. Today journalism ceased to be a male preserve with a great number of women pursuing the profession and carving a niche for themselves which is more evident in the audio visual medium.

Newspaper—an institution

Here I would like to quote C.P.Scott who wrote on the occasion of centenary of Manchester Guardian, (now it is The Guardian) on May 5th, 1921. 'A newspaper has two sides to it. It is business like any other and has to pay in the material sense in order to live. But it is much more than a business. It is an institution; it reflects and it influences, the life of a whole community; it may affect even wider destinies. It is, in its way, an instrument of government. It plays on the minds and consciences of men. It may educate, stimulate, assist, or it may do the opposite. It has therefore a moral as well as a material existence and its character and influence are in the main determined by the balance of these two forces.' (probably he didn't add 'consciences of women as well' because there would not have been women journalists during his time).

Referring to Manchester Guardian of which he was the editor he continued in the same article: "I think I may honestly say that, from the day of its foundation, there has not been much doubt as to which way the balance tipped so far as regards the conduct of the paper whose fine tradition I inherited and which I have had the honour to serve through all my working life. Had it not been so, personally, I could not have served it. It is not a thing to be much talked about, but rather to be felt .It is the slow deposit of past actions and ideals. It is for each man his most precious possession, and so it is for that latest growth of time the newspaper."

Back home we can boast about journalists like Khasa Subba Rau and K.Santhanam who had their personal code of professional conduct derived from the best examples of the British and Indian Press of their time. Thus it becomes clear that the character of a newspaper is as important as that of the journalist who works for it. It is a matter of pride for the journalist if the publication he/she works for is known for its character, because this in turn will establish his/her professional integrity in the eyes of the readers. Also his and her reputation is enhanced along with that of the paper with which they come to identify themselves. On the other hand, if the publication itself lacks character irrespective of the professional integrity of the journalists, their image suffers.

Power of the pen

Ironically the power of the pen is no longer considered mightier than the sword because the power of money or money power is taking over, (example is paid news and

A Teacher

radia tapes.) The result of a survey among journalists conducted some years ago by a well known magazine to determine the most powerful media persons in the country further reinforces this point. A non journalist who made maximum money was voted the most powerful media person whereas the editor and publisher of a leading magazine with an impeccable record and committed to quality journalism ranked number two. Strangely the voters to whom the questionnaire was given were all journalists themselves. Another surprise was the fact that emerged from the survey was only well known media persons from publications based in North India figured in the hierarchy with perhaps the exception of a popular South India cartoonist who contributes to a North Indian newspaper.

Redeeming feature

A redeeming feature however is senior and veteran journalists still consider journalism more a profession than a business and are proud to be associated with their publications. One such senior journalist who was with the Hindu for several years opines, 'in a profession you love what you are doing and work with some dedication and immensely enjoy what you are doing. Money and more of it is of course welcome but it should not be all important for a journalist.'

The reason for lower profile of journalists from South compared to those in the North, he feels could be because of the small number of major English newspapers published in this region as against many coming from Bombay and Delhi. He also feels there is immense scope for improvement. The editors must ensure that all their newspapers get a fair chance and the plums do not go only to a few. Also there must be a fair assessment of the performance of journalists when assignments are given to them and praise must be ungrudging wherever it is due. If a wrong report gets into the paper it must be corrected immediately to ensure that the credibility of the paper is preserved.

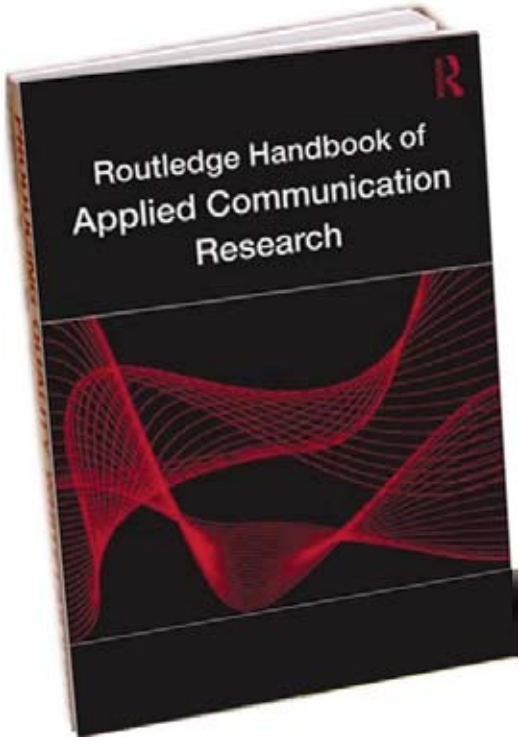
In this context I would like to cite an experience of mine which took place some years ago. When I was studying for my journalism course the first thing our Professor Mr.S.R Govidarajan asked us, future journalists to bear in mind was the dictum 'Facts are sacred and comment is free and when in doubt cut it out.' It was at a meeting of PRSI and the occasion was P.R. Day where members were invited to relate their experiences of bad public relations and suggestions for improvement. I related my experience regarding shifting of my phone to our new residence which was just across the road of our old one. It was not done even after repeated reminders to the Telephone department followed by visits in person. Subsequently I was compelled to meet the G.M. who was kind enough to help me to get it shifted. In conclusion I had stressed that the staff in the department could be more humane and have better public relations towards their customers. The speech was promptly misreported in a vernacular magazine along with my name and when this was pointed out to the editor of the magazine which carried the report, a correction was not published for whatever reason.

True professionalism lies in, not absence of mistakes committed inadvertently but in correcting them and seeing to it that they are not repeated. This way the journalist who made a wrong attribution would have gone up in readers' esteem and so also the magazine he worked for.

Future of newspapers

Newspapers in India continue to be in demand notwithstanding the emergence of new media --- the internet , blogs , twitter and the like. Unlike in the West where they had to fold up some newspapers/ tabloids which were in existence for years (due to recession), we are fortunate the situation has not arisen in our country. The future of newspapers will certainly be even brighter if professionalism is restored in its true spirit and letter . ■

Best Compendium of Applied Communication Research



- **Routledge's Handbook of Applied Communication Research**
- **Professors Lawrence R. Frey and Kenneth N. Cissna**
- **Routledge, New York**
- **Price $71.13**

Strictly from research angles, all the contributors have done a commendable job in putting these researches together

Prof. M. R. Dua

The writer is a former Professor and Head of Journalism Department and Faculty Adviser, Indian Institute of Mass Communication, New Delhi

PERHAPS best copiously spelt out, the book's introduction amply and lucidly elaborates the focus and scope of this scholarly volume: applied communication research in the United States of America, specifically by American researchers. The book also diligently delineates as to how, not only in the USA, albeit all over the world, "people today are confronted by myriad problems that include how to create and sustain high quality interpersonal relationships; raise and educate children in healthy families and schools; structure work environments to make people's experiences both meaningful and productive; cope with and help others to face illnesses; prevent ageism, racism, sexism, and other forms of discrimination; and talk together constructively in local, national, and international settings to make effective collective decisions about important, controversial, and often deeply contested issues facing communities, countries, and, indeed, the world. For these and many other important issues facing people, communication is absolutely crucial, making those who study communication central to creating better social worlds."

Thus, focusing on some of the most recent academic research propositions emerging from today's study of journalism and mass communication's innumerable new and fast developing areas, application of communication research to identify solutions to these pressing individual and social dilemmas, the editors, Lawrence R. Frey and Kenneth N. Cissna, in this exquisite compilation provide a 'state-of-the-art research' conducted by many American universities' distinguished professors, mass communication scholars, researchers and media specialists. This probably is the first ever most extensive, exhaustive and the best presentation of immaculately executed research projects and papers on highly relevant subjects investigated by American communication researchers till date.

The striking feature of the book is that all its 25 chapters have been most appropriately segmented into five currently relevant and distinct sections on subjects relating to the individual and social dilemmas and the role applied communication research can play in grappling with these: foundations of applied communication research; methods; issues; contexts; and, the exemplary programmes, such as interpersonal and family

communication, group and organizational communication, health and aging, theoretical, and, practical perspectives, communication media and technology encompassing all conceivable areas of the mass communication and journalism discipline 'institutionalized in the last 40 years or so.'

The first section, foundations of communication research, traces over the years the development of applied communication research; and, applied theories of communication scholarship. The second section dwells on applied communication research methods, such as quantitative, rhetorical, ethnography and discourse analysis. Similarly, the third section deals with issues in applied communication research such as gender, race, technology, globalization and communication ethics; section four looks at applied communication research in theory, organizational communication, public interest, health, aging, educational contexts, and communication for participatory development through dialogue, action and change. Finally, the fifth section highlights applied communication research programmes on enhancing adolescents' communication, competence, fear appeals, and public health, namely, managing fear and creating hope.

Significantly, the notable feature of the studies published in book is the collaborative pattern of conducting research for specific subjects: only one person each has written four chapters; two each have done 12 chapters; and only two chapters have been written by three researchers each. In all other cases, there are four or more authors for each chapter. However, one chapter in the second part has been authored by as many as nine university teachers. Strictly from research angles, all the contributors have done a commendable job in putting these researches together. The book editors undoubtedly open up an entirely new era of several unexplored areas of applied communication research: and, it is indeed done imaginatively and precisely: (1)'conceptualizes and delineates what constitutes applied communication scholarship in the ways that crisscross the range and diversity of perspectives, and clarify relationships among theoretical perspectives, methodological procedures, and applied practices; (2) demonstrates the breadth and depth of applied communication scholarship; (3) reviews and synthesizes literature in and about various applied communication areas and topics in coherent, innovative, and pedagogically sound ways; and, (4) sets agenda for future applied communication scholarship.'

While it may not be feasible to refer to every individual paper, it would, however, be desirable to explicate on those that relate to some of the currently relevant issues of applied communication research, 'areas unknown to the founders of the field...and take stock of that scholarship exploring where it has been and where it needs to go.'

In the first two chapters on the development of applied communication research in the United States, Kenneth N. Cissna, *et. al.*, trace the evolution of this academic discipline and its distinct station in the area of mass communication in totality, how it assisted in generating knowledge 'in understanding and managing problematic situations occurring in the life and society.' Thus, 'we now take for granted that communication(s) is a discipline whose scholarly understanding necessarily leads to application.' In addition, the authors discuss at length the intense controversies and angst among American university dons who deem application of communication research as an appropriate field of study since it was being confused with 'speech communication', before 'it achieved academic respectability developing a research-based body of knowledge, contributing to solving social problems, and informing the public of the potential uses of communication knowledge.' They further add that 'these themes will recur as the field of communication continues to develop in the 21st century, with applied communication research as a robust contributor to its scholarly dialogue.'

Alongside, a heated debate about the methodologies and validity of applied communication research (as an independent subject) conducting applied communication research has continued unabated. Meanwhile, some scholars have even questioned the status of the discipline of mass communication as a separate, independent subject of study as a social science, branding it to be a part of sociology, anthropology, psychology, heath science, modern history, or, political relations (see Hanno Hardt's book, 'Communication in Transition', and, Nancy Weather Sharp's, 'Communication Research in Information Age', and others by Mary John Smith; 'Communication Research in Transition' by Mary S. Mander, etc.) But, there are others who opine that applied communication research has its own individual, distinct theory and should not be mixed with the explicit theory of mass communication as such. They call it (applied communication research) as the 'practical theory in applied communication scholarship,' or 'social-scientific theories' which 'provide generalizable, empirically tested explanations that enable prediction and control phenomena', and distinguishes between practical theory as 'mapping, engaged reflection, and transformative practice in applied communication research.'

Then follows the discussion on the five quantitative methods of conducting applied communication research -- survey, experimental, content analysis, interaction, and, meta-analysis. In fact, scholars compartmentalize these researches into 'positivistic vs. post-positivistic.' They suggest that there was a need to improve further the quantitative applied communication research methods to 'reinforce the imperative to translate applied communication

research for the local communities studied.' They urge using 'mixed methods to conduct applied communication research, translation of the findings for local communities should be viewed as a fundamental component of applied communication research. If found useful, and if 'communities are to be positively affected by applied communication research, the research findings, of course, must be shared with those communities.' The researchers have also found that the fast and newly developing methods of applied communication research, namely, rhetorical, ethnography and discourse analysis, if exploited and used ingenuously to sort some of the crying prevailing complex social issues, could yield better results.

Besides as the theoretical aspects are discussed at great length in the first three chapters of the first two parts, the last three parts of the book on 'issues, contexts, and exemplary applied communication research' are perhaps currently most germane to the Western industrialized world, as also relevant to the Eastern industrializing nations. These subjects specifically pinpoint the individual problems and topics of applied communication research that have been extensively deliberated upon and investigated by scholars in the most recent times. Some of these include: feminist and gender concerns and perspectives, 'biology-is-destiny' approach, sex differences, and of course not just 'gender sensitive'. The focus is on: empowering family; constructing pedagogy; organizing gender; and, 'gendering health'. Most scholars' view is that when issues are explored, the emphasis should be 'to better incorporate solutions to everyday social problems' that take into consideration the gendered, hierarchical culture in which people live, and that influences each applied communication context; how these could be used by 'different audiences'; and, help the diverse communities to apply the results for their daily use by yoking applied communication researches work as 'agents of change.'

'Race as political identity' has always been a vital concern in America (as also in India currently for the 2011 census), and it readily rakes up the tragic memories of the ghastly riots between the whites and the blacks during the 1960s and 1970s, and has invariably attracted enormous media attention. Despite concerted national campaigns, race has been a 'continual undercurrent in the U.S. society.' Applied communication scholarship has 'identified four problematic issues of race: identity, racism, discrimination, and diversity; and, two fallacies – race is biological and race is culture.' As consequences of such explorations, scholars have provided a 'theoretically constructed' model, and point out that racial predicament is challenge for creating 'deep need for awareness and consciousness... and education that lays bare the politically constructed nature of race and denaturalizes racial hierarchies in social discourse.' Another serious concern of inquiry is the multiplying role of multifarious information and communication technologies and their bounteous impact and support in conducting applied communication projects. In addition, an ardent concern is how will applied communication scholarship take to and study globalization? This is the newest and moot question that unveils is a whole lot of research areas of large global dimensions. In this respect, the authors pick the following most significant seven fields which relate to: information technology and computer-mediated communication; health communication; trans-border conflicts; civil societies; public relations and advertising; international commerce; and, intercultural communication. Since American applied communication research scholarship has been somewhat less attentive, and casual to applied communication research in international and intercultural areas, globalization will hopefully develop more interest among the new generation of researchers in this subject.

Moreover, as mass media get globalized, applied communication research ethics will assume crucial role since enhanced and special emphasis will have to be placed on outcomes, strategies, and solutions to problems'. It is contended by the authors that applied communication research ethics' many disciplines, such as medical ethics, legal ethics, business ethics, etc., and 'draw on institutional, professional, and disciplinary traditions, values, and standards in making ethical judgments… truthfulness, honesty, balance…have important influence on applied communication research ethics.' As applied communication ethics hinges on three main goals – 'do no harm, effect, positive outcomes, and promote social justice,' these three principal areas need to be studied closely. Applied health communication ethics (content, effectiveness, access, accuracy of health information); organizational communication ethics (corporate and social responsibility, management practices, advertising and public relations), and media ethics (sex, morals, violence, privacy) will be continually under intense focus.

Meanwhile, as democratic forces take roots globally, politics, politicians, and political institutions come in under greater citizens' scrutiny; applied communication research scholars become increasingly alive to political communication processes and their impacts. Naturally, therefore, applied communication research will be prompted to study political campaigns, political advertising, political debates, political news and comments, (paid news phenomenon, for example as in India), and use of technology in political communication (internet, satellite television and radio, cell phones, etc.) For example, according to Lynda L. Kaid, *et.al.,* Internet can be addressed to the following five research applications in political communication settings:1.

Internet and campaign communication content, content, and effects; 2. e-government initiatives; 3. political activism; 4. the political sphere and, 5. voter uses gratifications. Therefore, the future application applied political communication research will be a rich area for studies such as political socialization and political networking, motivation and political participation patterns and styles of the youth. Political communication in international contexts, besides new real world political issues, problems and situations will be the new areas of inquiry and concern.

Finally, of the exemplary programmes in applied communication research, probably the litany of topics relate to drug resistance strategies for enhancing adolescents' communication competence; fear appeals and public health for managing fear and creating hope to change behaviour, and applied communication research on the non-profit organizations-arranged programmes for creating 'better social world.' As a part of 'New Social Research', applied communication research on ameliorative strategies for applied communication research and action for combating, resolving and reforming some social ills, such as drug abuse, HIV aids, and sex abuse, studies have been conducted in many countries, including U.S. and India. Applied communication research supported by two overarching theories–narrative theory, and communication competence theory—have been conjugated for studying dire social evils and individual maleficences. Applied communication research theories proved the usefulness in identifying and helping reduce the use of drug among youths of three American states.

The persuasion and health communication literature has been often used as a popular tool for applied communication research for designing, implementing and evaluating 'fear-arousing messages', or 'fear appeals' (on HIV aids, breast cancer, anti-tobacco, alcohol consumption, drinking driving, gun safety, etc.) These appeals were used 'to shape, change, or reinforce people's behaviour in a wide variety of contexts for intended purposes.' The extended parallel process model-EPPM-has become a popular tool for applied communication researchers for studying the impact of the fear and health appeals. These applied communication researches show the utility of these theories for application with satisfactory and desirable results, particularly in developing countries. Though this book should be deemed to be a benchmark and the best ever compendium of applied communication research, its scope seems restricted to the environmental, social, political, cultural and national problems and issues of an advanced society like the U.S. only. But viewed generally, quite a few of these research study reports should be of immense use/ relevance to large areas of applied communication research on Indian and identical emerging situations prevailing in developing countries also.

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I, V. Murali, hereby declare that the particulars given above are true to the best of my knowledge and belief.

V. Murali
Publisher

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Media Notes

Young Journalist Brings Change

Luxmi Nautiyal brings us the inspiring story of Prerna, a young community member and a child reporter in Gaisain, Uttarkhand who is committed to community welfare. At the tender age of 14, Prerna (the name means 'inspiration') has been reporting on children's issues within her community and also helping young community members exercise their rights such as accessing education.

Prerna was trained as a child reporter by a local NGO called Shri Bhuvaneshwari Mahila Ashram or SBMA. In 2005 SBMA started a special initiative called Umang (means Exuberance) under which it has been making local children aware of community issues and training them to report on those issues.

Prerna, like other group members reports on child exploitation, child labour and child marriage which are among the burning problems in her community. During her work recently she came to learn about another child called Ganga – a girl from a remote village and a poor family who could not go to school as she did not have a birth certificate.

Prerna led her fellow Umang group members in finding out how they could get Ganga admitted in a school. They consulted several community members and senior NGO workers. At the end, they learnt a lot about Right to Information Act, procedure to get a birth certificate and admission in schools. Above all, they managed to get Ganga admitted in a school.

All through this, Prerna proved her leadership qualities in her community – a fact that has now made her an inspiration for other young community members.

Luxmi who had also been associated with Umang as a child, says that it is very important to report on the good works that the child reporters and activists are doing, so that they feel motivated. She also feels that the idea of training children as child reporters is worth following by others because this is a great way to instil leadership qualities in children, as well as help them contribute to the empowerment of their communities by documenting community stories.

Media Safety - India

A 35-year-old local journalist was shot dead by unidentified persons in Bilaspur district of Chhattisgarh in the early hours on Monday, police said.

The incident occurred when Sushil Pathak, a journalist with Dainik Bhaskar, was returning home from work at around 2.00 am, they said.

Pathak had parked his car in a nearby street and decided to walk down to his house when the assailants fired at him before fleeing, the police said.

Pathak's family was informed about the incident by another journalist, who found him lying on the street in a pool of blood, after which he was immediately rushed to a nearby hospital but was declared brought dead.

According to police, the assailants fired four bullets on Pathak's head and chest.

Police said they are enquiring from Pathak's family whether he had a personal enmity with anyone.

A probe is going on and attempts are being made to identify and catch the culprits, police said.

Former MP and journalist Pala K M Mathew passes away

Mr Pala K M Mathew, well-known journalist and former Congress member of the Lok Sabha from Idukki in Kerala, passed away.

He was 83 and is survived by four sons and three daughters.

Mr Mathew had served as an Assistant Editor of the Malayala Manorama newspaper for 15 years and had written 30 books.

He had served as a member of Press Council of India, Vice-Chairman of the Kerala State Khadi Board and Chairman of the Kerala Agro- Machinery Corporation.

Veteran Journalist Bansidhar Mohapatra is no more

Veteran journalist Bansidhar Mohapatra passed away on December 12, 2010 following a cardiac arrest.

He was 80 and is survived by wife, four sons and two daughters.

A diabetic with high blood pressure, Mohapatra fell unconscious and was rushed to Ispat General Hospital where doctors declared him brought dead. Hailing from Dhenkanal district, Mohapatra came to the steel city in 1953 and was involved in several social and literary works besides journalism. He joined Oriya daily The Dharitri as Sundargarh district correspondent in 1972 and retired in 1993.

A founder member of Rourkela Press Club, Mohapatra was also a member of Rourkela Cultural Academy and Ispat College.

Indian journalists receive prize for reportage in New York

Three Indian women journalists received the 10th annual Sarojini Naidu Prize for Best Reporting on Women and Panchayati Raj in an event held by The Hunger Project, a New York-based nonprofit organization.

The event that was held at the Bahai Center Auditorium at the United Nations in New York on October 21, honoured Rumni Ghosh with the Best Reporting in Hindi award, Preethi Nagaraj with the prize for Best Reporting in English and Bornali Boruah for Best Reporting in Other Regional Languages, Assamese.

Ghosh, from Indore in Madhya Pradesh, is a special correspondent with Dainik Bhaskar, a Hindi daily and has over 15 years of experience in journalism with articles on political investigations, crime, social issues, war and natural calamities and human rights. Preethi Nagaraj is senior reporter with Deccan Herald who focuses on socio-cultural issues and rights-based works related to women, children, people living with HIV/AIDS and minority communities while Rumni Boruah is a reporter for The Dainik Janambhumi since 2001 and Ajir Dainik Batori since 2005 and has won many awards like All Assam Journalist Union Award for Woman Journalist of the year in 2008.

The Sarojini Naidu Prize was first awarded by the Hunger Project on Oct. 2, 2001. It aims to encourage Indian journalists to provide increased and accurate coverage of women's participation in local government, including their battles to achieve success.

Indian Journalist's Film on Afghanistan Wins Emmy

An Indian journalist's documentary on Afghanistan won the prestigious Emmy Award in the editing category.

Rohit Gandhi's The Afghan Warrior, an hour-long documentary made for National Geographic, won the award at a ceremony in New York. The editing has been done by Jeremy Siefer.

The film travels and follows the life of anti-Taliban military commander Ahmad Shah Masood.

Rohit Gandhi is based in New Delhi and currently reports for the Canadian Broadcasting Corporation.

Proficiency in translation key to journalism

Tamil University will try to bring out a guide on the proper translations of common and technical words often used in newspapers and media for the benefit of journalists and students, said M. Rajendran, Vice-Chancellor, Tamil University, Thanjavur.

Speaking at the valediction of the four-day workshop organised by the Translation department of the University, Dr. Rajendran said journalists can list out new words that come in newspapers. Both journalists and Tamil University professors can sit together and find out the correct Tamil words for the new terms. He said that 'Crea', a private company has brought out books containing translation of words and formation of sentences. Journalists can use them for enriching their word power.

He said that meaning of words differ in various languages like English, Hindi, Telugu and Tamil. He gave away certificates to Journalists, professors and students who took part in the workshop. Participants said that it helped in how to form sentences, how to use punctuations and how to adhere to grammar while writing.

Radhakrishnan, Professor and Head of the department of Translation, Tamil University also spoke and Professors of Tamil University Eswara Pillai, Kamaraj, and English Professor Palani Arangaswamy were the resource persons.

Paid news syndrome eroding Indian media: Press council

Stating that the Indian media was "terribly" deviating from its objectives, Press Council of India (PCI) chairman Justice G N Roy said that the "paid news syndrome" was leading to the erosion of journalism. "The media in India terribly deviated from its aims and objectives and trivialization of news is another shocking happening," Roy said at a seminar organised by the Tripura Journalists Union.

He said while it was a good thing that the Indian media had expanded, corporatisation of media houses was a worrying factor.

"Before the last Lok Sabha polls in 2009, many newspapers got mixed up in the paid news syndrome. Media should look into the problems and miseries of people, specially the downtrodden masses," the PCI chief said.

He said that legally media was not a people's representative under the People's Representation Act, but ethically and in reality media was the people's ambassador.

Urging journalists to publish newspapers for the sole interest of the people, Roy, a former Supreme Court judge, said: "Cross-media ownership should not be allowed in India like in the USA. To monopolise everything, a financially-powered print media house is now running electronic media too."

"Some media houses becoming brand ambassador of a particular corporate house or a certain political party, is very dangerous for democracy and people in general," he said.

Tripura Chief Minister Manik Sarkar, senior PCI member S N Sinha, senior journalists Sekhar Datta and Jayanta Bhattacharya were also present at the seminar.

"Media in India is increasingly forgetting and overlooking its social responsibility. The politician, corporate and bureaucrat combination is trying to control the government, country and the people with their narrow interest," Manik Sarkar said.

India stoops to 122 in World Press Freedom Index

Borders issued its annual press freedom index for 2010, in which India dropped 17 positions and was ranked at 122 among the 178 ranked countries.

The ongoing unrest in the Kashmir Valley, which has killed more than 100 people in the troubled state, and the consequent suppression of media by the government forces and authorities were slated to be the principle reasons behind India's "fall" in the press freedom index.

The Reporters Without Borders index measures the violations of press freedom in the world. It reflects the degree of freedom that journalists and news organisations enjoy in each country, and the efforts made by the authorities to respect and ensure respect for this freedom.

A score and a position are assigned to each country in the final ranking. They are complementary indicators that together assess the state of press freedom.

To compile this index, Reporters Without Borders prepared a questionnaire with 43 criteria that assess the state of press freedom in each country. It includes every kind of violation directly affecting journalists (such as murders, imprisonment, physical attacks and threats) and news media (censorship, confiscation of newspaper issues, searches and harassment).

And it includes the degree of impunity enjoyed by those responsible for these press freedom violations. It also measures the level of self-censorship in each country and the ability of the media to investigate and criticise.

Financial pressure, which is increasingly common, is also assessed and incorporated into the final score.

Activists, journalists protest arrest of Dhawle

A day after the arrest of the Mumbai-based Dalit activist and editor of Vidrohi magazine, Sudhir Dhawle (42), by the Gondia police in Wardha on charges of waging a war against the State, more than 150 human rights activists, social activists, writers and journalists protested against the detention.

Mr. Dhawle, also a freelance journalist, was arrested on charges of having links with the banned Communist Party of India (Marxist-Leninist). He has been booked under Section 121-A of the Indian Penal Code, read with sub-sections 17, 20 and 39, and under the Unlawful Activities (Prevention) Act. He was remanded to police custody till January 12.

Mr. Dhawle's wife Darshana Dhawle, a nurse by profession, said, "Sudhir has always protested in a democratic and just manner. He has been active in the social movements since his college days, but it is not at all true that he believes in arms struggle.

"His arrest proves that the government is muzzling the voices of all those activists who are sincerely and democratically fighting for the social cause. The government does not want to see people fearlessly protesting on the streets against its wrongdoings, so it wants to crush them. Why isn't a similar treatment meted out to the perpetrators of the Khairlanji killings? How can they roam freely on the streets today, whereas honest and straightforward activists are being charged with serious offences?" she said.

Mr. Dhawle is one of the convenors of the Republican Panthers Jaatiantachi Chalval (an association for the annihilation of castes). He has authored few books and penned down articles in some of the prominent regional dailies.

The police raided his house at Byculla and seized some material. "They have seized our computer's CPU and many documents and books," Ms. Dhawle said.

"They seized books on Mao, Lenin, Marx and said that this literature is the inspiration behind the Naxal movement. They also seized books written by Sudhir. If all this openly available literature is the inspiration behind the Naxal movement, what is the inspiration behind the farmers' suicides, the Ramabai Ambedkar nagar firing? The government's stand is clearly anti-people."

The Dhawles have a 10-year old daughter, Pruthvi, and 16-year-old son Kshitij.

"Pruthvi keeps asking me why the police have caught him [Dhawle] if he has not done anything wrong. They both are scared and wonder when the police will leave their father," she said.

VIDURA welcomes 'News' from journalists to be included in this column. Please mail to:

murali@pressinstitute.in

General news

Innovation's the name of the game for Sambad

Oriya daily Sambad launched a massive campaign, called '30 Days – 30 Changes', in September 2010. Sambad launched the full-fledged 360 degree campaign, which saw the paper come up with 30 changes in content innovation for 30 continuous days. The innovation involved features, which would find permanent space in the leading Oriya daily.

The campaign concluded on October 4, 2010, which happened to be the anniversary of Sambad. Pre-promotion for the campaign began with teasers. Day one of the teaser campaign saw readers receive their newspaper printed upside down, except for the masthead. The effort was to tease and shock the reader, informing about the change.

Pioneer Hindi launches in Uttar Pradesh with six editions

The first Hindi edition of The Pioneer hit newsstands in Lucknow on October 17. At a cover price of Rs 3, the newspaper will consist of 16 to 28 pages. The newspaper will carry predominantly coloured pages. Vijay Prakash Singh is the Resident Editor of Pioneer Hindi Lucknow.

The newspaper was launched with six editions in the state. These six editions included Lucknow, Kanpur, Allahabad, Varanasi, Gorakhpur and Bareilly. All of these editions will be printed in Lucknow and then further sent for the distribution. The newspaper will be available in 65 districts of Uttar Pradesh.

The initial print-run of the newspaper is around 1 lac copies per-day. The Newspaper will be carrying 16 pages on week days while on Saturday it will come up with an 8-page supplement named 'Family Plus'. 'Family Plus' will discuss issues such as health, children, women, parenting etc. Meanwhile, on Sunday the newspaper will bring out the supplement called 'Agenda'. It will carry news columns, travel related features, spiritual write-ups, discussion on topics of Hindi literature, columns from local writers and so on.

In 1996, the Hindi publication of the group 'Swatantra Bharat' parted ways. Mitra assured to fulfil the needs of its Hindi readers through newer editions from the group. He further stated that they were planning to launch Hindi edition since long and it had to be from Lucknow as The Pioneer is considered to be UP's newspaper.

The newspaper will be targeting all national, corporate, PSU, district and local level of advertisers. Pioneer Hindi will get stiff competition from the leading Hindi dailies in the state, including Amar Ujala, Hindustan and Dainik Jagaran.

Mid Day shrinks to create an impact for MCHI in Mumbai

Mini Mid Day, a supplement in October 21 issue of Mid Day has struck an innovation in Mumbai to deliver a high impact result for its client MCHI. The innovation saw the mini version of the newspaper, reduced to half its size, to communicate about the MCHI property exhibition 2010.

This special 24 pager issue was inserted in the main newspaper. The key idea of this innovation was to present a collectors issue to the readers of Mid Day which they could carry while visiting the largest property exhibition taking place in Mumbai.

This is yet another innovation that newspapers in Mumbai have carried out for their advertisers. Not too long ago, The Times of India came up with its three jacket strategy for its advertisers in the Mumbai market. With the advertisers' monies flowing in the market in the festive season, the spot looks bright for the print players.

Gujarati MidDay to come up with 'hyper local' editions in Mumbai

In line with its innovative approach of connecting with readers, Gujarati MidDay (GMD) is all set to launch a new additional section called 'MidDay Local' for the readers of Borivali, Kandivali and Malad areas where a large population of Gujarati MidDay readers reside in Mumbai. This additional section will be a part of all the Gujarati MidDay copies from October 29, 2010 onwards and will be available every Friday in a 12 to 16 page format. The price of the newspaper remains at Rs 4.

Gujarati MidDay was launched 16 years back as an afternoon newspaper and then shifted to a tabloid morning newspaper. Some of the on-ground initiatives which GMD undertook to connect with the Gujarati community included a cricket series where 32 communities among the Gujaratis got to play cricket for three weeks. For the last four years this cricket series has been one of the most exciting properties for the brand.

'Swabhiman Times' launches in Delhi-NCR market

Hindi newspaper market in Delhi-NCR is heating up with the

back to back fresh launches. Now Big Broadcasting & Multimedia Corporation Ltd, a 360 degree media company, has launched a Hindi daily newspaper Swabhiman Times. Initially, the newspaper will target East Delhi, Noida and Ghaziabad markets. The newspaper, which is in predominantly coloured format with 12+4 pages, is priced at Rs 2. The Editor-in-Chief and COO of the newspaper is Ajay Kumar.

Presently, the group has refused to reveal the exact number of the initial print-run of the newspaper. Initially, the newspaper is relying on subscription revenue. However soon with the ABC and RNI circulation numbers, the newspaper will target all local, national and government advertisements.

Meanwhile, the group is soon going to launch a Hindi TV News channel and a monthly infotainment magazine called 'Power Plug'. The newspaper will foray into the digital domain also with its e-paper soon. Big Broadcasting & Multimedia Corporation Ltd is active in 360 degree media business and brings out a Hindi daily newspaper and an English news magazine. Apart from this, it runs public relations, events management, promotion, direct marketing, outdoor advertising and digital media businesses too.

Hindustan Times takes on The Tribune in Punjab

The English daily Hindustan Times has introduced dedicated local pages for five locations in Punjab, including Patiala, Bhatinda, Jalandhar, Amritsar and Ludhiana.

Following this, the paper, which currently reaches out to the readers of these five cities with a replica of the Chandigarh edition, will have content tailored to the needs of the local populations of the five cities, apart from dedicated HT City for each location.

The daily, till now, had only one edition from Chandigarh reaching out to all these locations. The group has spent Rs 11 crore in upgrading machinery in Chandigarh and has installed a printing facility at Jalandhar to reach these five cities. The five editions will be printed from either the Chandigarh or the Jalandhar printing facilities of the group. Each edition has a print run of 20,000 copies.

As part of this new arrangement, HT will have one or two dedicated pages and a four page lifestyle supplement, HT City, from each location. Till now, the five centres received only the national supplements of Hindustan Times such as Shine, HT Estate and Horizon.

In Ludhiana, the daily, apart from HT City, will also come out with a four page news supplement titled Ludhiana Live, which will carry hard news stories of the city.

Dainik Swadesh re-launches Jabalpur edition

Dainik Swadesh, a Hindi newspaper from Madhya Pradesh, has re-introduced its Jabalpur edition today. The newspaper is also celebrating its 22nd anniversary with this re-launch. Although the cover-price of the newspaper is still same at Rs 1.50 the content, design and layout have been modified.

In July, the group had established a new printing machine in Bhopal. This Hindi daily is available in Chattisgarh and Nagpur (Vidarbha) regions too. It has also unveiled a Hindi website and e-paper to strengthen its presence.

Tehelka ropes in top editors for Financial World

Financial World, a Tehelka publication, is gearing up for launch by roping in top editors. Prem Shankar Jha has been recently named as an editor for the business daily. The Financial World team also includes Hardev Sanotra, Managing Editor; Shantanu Guha Ray, Editor - News and Varkey George, Associate Editor.

If sources are to be believed, Jha is the Managing Editor of the soon to be launched Financial World. He is also a columnist with Tehelka. Jha had studied in Doon School and received his Masters degree in politics and economics from University of Oxford and Nuffield College, Oxford, respectively. Jha has previously worked with United Nations, Hindustan Times, Economic Times, Financial Express, etc.

Likewise, Sanotra, too, has been an acclaimed financial journalist for almost three decades and has worked with the top with newspapers, magazines and television channels. He has worked with the Business Standard for 11 years before moving on to Business Today. He then moved on to India Today as its Business Editor. Sanotra also headed Asia Business News India (ABNI), the precursor to CNBC-TV18 as its Executive Editor. He has also worked with the Financial Chronicle.

Ray and George, too, have spent several fruitful years in the field of journalism before becoming Editors with the soon to be released Financial World. The knowledge and expertise that Tehelka has garnered (in the form of top editors) for its business daily is impressive. The success of any publication is mostly powered by the content, which the to-be launched publication seems to be striving for. With the market looking positive, one would not be surprised if Financial World scripts a success story for itself.

Mail Today turns 3; eyes 4.5 lakh circulation in Delhi

Mail Today completes its third year in the industry today.

The newspaper was launched on November 16, 2007 for the Delhi masses by the India Today Group, in collaboration with Associated Newspaper (ANL). To commemorate this occasion, the newspaper has brought out a 96-page mega-issue, which includes a special section on personality-driven compilation, called 'The Pacesetters', which draws an analogy to the growth of Mail Today itself.

The 96-page anniversary issue includes 48 pages of main issue along with a 48-page Anniversary special section, called 'The Pacesetters'. The Anniversary issue is a personality driven compilation and profiles paradigm changers such as Rahul Gandhi, Rajnikant and Saina Nehwal, who have redefined the way of our country.

In the last three years, Mail Today has sewn a tailor-made success story for themselves. As per the IRS 2010 Q2 figures, Mail Today showed a strong growth of 8.56 per cent over Q1. According to IRS 2010 Q2 figures, Mail Today recorded an average issue readership (AIR) of 203,000.

i-Next, Malayala Manorama bag awards at WAN-IFRA

WAN-IFRA, the apex body of all print products around the world, has awarded i-Next and Malayala Manorama in the 'Brand' and 'Connecting with Mobile' categories, respectively. The awards were presented at the 12th WAN-IFRA Readership Conference, held in San Francisco on November 16, 2010.

Awards were given away in eight categories – Brand, Editorial, Making the News, Newspapers in Education, Public Service, Connecting with Mobile, Research-Based Strategies and Enduring Excellence. The awards were aimed at recognising newspaper companies that have devised the best projects and activities to promote newspaper reading and usage on all platforms. The awards were given away by Christoph Riess, CEO, WAN-IFRA, and Chairman of the Young Reader Committee, Scott Schurz, WAN-IFRA.

i-Next bagged the award for its school-level activation initiative, 'Health Meter', which is targeted at children and young parents of the 12 mini-metros where i-Next is present. Since a large chunk of its readers is young audience, i-Next decided to cater to their concerns through the health education programme of 'Health Meter'.

For this activity in 2009, i-Next had tied up with schools in each of the cities where it is present. The target was to do a basic check-up of the children, which included hygiene check, basic eye and dental check-up and basic growth rate analysis, and also to educate the children and their parents on how to stay healthy and fit.

One of the highlights of this activity was the title of the 'Healthiest School' of the city given to the school that ensured maximum attendance for the activity. In each school, the doctor was introduced as 'health uncle' as the word 'doctor' makes children uncomfortable. The kids-doctor interaction took place at a one-to-one level. With around 6,000 children reportedly getting a check-up in each city, a whopping 54,000 children were claimed to be treated under this campaign.

WAN-IFRA, based in Paris, France and Darmstadt, Germany, with subsidiaries in Singapore, India, Spain, France and Sweden, is the global organisation of the world's newspapers and news publishers. It represents more than 18,000 publications, 15,000 online sites, and over 3,000 companies in more than 120 countries. The organisation was created by the merger of the World Association of Newspapers and IFRA, the research and service organisation for the news publishing industry. The World Young Reader Prizes are supported by Norske Skog, the Norway-based global paper producer, as part of its partnership in WAN-IFRA's Newspapers in Education Development Project.

Dainik Bhaskar gets on to the mobile platform

IMCL (I Media Corporation Ltd), the digital arm of Dainik Bhaskar Corp Ltd (DBCL), has launched a mobile version of its website dainikbhaskar.com. Now users can access news on the move by visiting m.bhaskar.com.

Apparently, almost 2 crore people of the country use the Internet on mobile phones and IMCL expects its new initiative to be helpful for them.

DBCL has been quite active in the digital domain. It can be recalled that in June this year, the group had launched real time reporting model, which gives its reporters direct access to update the website from anywhere. In the month of August, IMCL had announced the launch of a news website in English. The new website from IMCL, also available in Hindi and Gujarati languages, is said to focus more on local news. This new initiative by the group is expected to further strengthen its digital presence.

World Newspaper Congress, Editors Forum Linked with 2011 IFRA Expo

Following the success of the World Editors Forum, held with the IFRA Expo in Hamburg in October, 2010, the World Association of Newspapers and News Publishers (WAN-IFRA) has decided to hold both the Editors Forum and the World Newspaper Congress alongside the Expo in Vienna in 2011.

The Congress, Editors Forum and Info Services Expo 2011, the global meetings of the world's press, will be held from 12 to 15 October 2011 at the Reed Messe

Vienne, following the Expo the largest global trade exhibition for the news publishing and media industry from 10 to 12 October.

The evolving Congress and Editors Forum programme and other information will be posted at http://www.wan-ifra.org/vienna2011/. Participants can register now to secure their place.

The World Editors Forum drew a record attendance of more than 600 chief editors and other senior newsroom personnel from more than 86 countries in October 2010. More than 1,200 publishers, chief editors, managing directors, CEOs and other senior executives are expected to attend the Congress and Editors Forum in Vienna, during 2011.

Vienna, the number one conference location in the world, is an ideal venue for the annual meetings of the world¹s press. With its imperial charm, classic architecture and modern lifestyle, Vienna is one of the world's most historic and attractive cities, and boasts a conference infrastructure of the highest standards. The events will be hosted by the Austrian Newspaper Association VÖZ.

TOI to enter Kerala

Times Group has entered into a strategic tie-up with Mathrubhumi, as per which TOI will use the latter's printing facility and distribution network.

The Times of India (TOI) is planning to get aggressive in South India. After Tamil Nadu, the English daily is eyeing the Kerala market. The first edition of TOI in Kerala is expected to be launched by mid-2011.

For this, BCCL (Bennett Coleman & Co Ltd) has entered into a strategic tie-up with Mathrubhumi, the No. 2 Malayalam daily (IRS 2010 Q2). As per this tie-up, Mathrubhumi will provide its printing facilities and its distribution network to TOI. However, the memorandum of understanding between the two parties is yet to be formally announced.

The tie-up will also be extended to combo pricing for both ad sales and subscriptions. In a bid to reach the readers well on time, TOI editions will be printed from all the printing facilities of Mathrubhumi in Kerala.

According to a 2005-2006 national survey, Kerala's literacy rate of 90.92 per cent is among the highest in Indian states. Besides, with a female literacy rate of 87.86 per cent (according to the 2001 census), Kerala leads the other states in women's education.

Apart from this, BCCL is all set to launch two more editions from Tamil Nadu -- Coimbatore and Madurai. The Coimbatore edition will be launched in January 2011 with an estimated initial print run of 70,000 copies. The Madurai edition will be launched in March.

The total readership of English dailies in Kerala, as per IRS 2010 Q2, stands at 8.84 lakh. Here, The Times of India will face competition from The Hindu, which is published from two regions (Kochi and Trivandrum), and has a readership of 2.46 lakh and 2.32 lakh, respectively. The other English daily, The New Indian Express with Kochi, Kozhikode and Trivandrum editions, has a total readership of 3.67 lakh in the state.

IRS Q3 2010: TOI, HT, The Hindu lead the pack

There are no surprises in the English dailies genre in the IRS Q3 2010 results. The Times of India, Hindustan Times and The Hindu lead the pack. Both TOI and HT have recorded a positive growth in Average Issue Readership (AIR), while The Hindu has seen a decline of 3.66 per cent in readership. The whole segment grew by a marginal 0.55 per cent. Six of the top 10 English dailies have recorded negative growth.

The Times of India has seen a growth of 2.34 per cent over the previous quarter and has recorded an AIR of 7,254,000 in Q3 from 7,088,000 in the previous quarter. Hindustan Times, too, has recorded positive growth in AIR – up 1.85 per cent at 3,517,000 in Q3 from 3,453,000 in Q2.

The Hindu, on the other hand, has seen decline of 3.66 per cent in its AIR – from 2,185,000 in Q2 to 2,105,000 in this quarter.

Finishing at the fourth and fifth spots, respectively, are The Telegraph and Deccan Chronicle. Both dailies have recorded negative growth.

There was no change in the top 10 table over the previous quarter, except for The Economic Times switching places with DNA. The Economic Times has dethroned DNA from the sixth spot and has recorded a growth of 5.98 per cent in its AIR at 798,000 over the previous quarter.

Mumbai Mirror, The Tribune and The New Indian Express finished at the eighth, ninth and tenth spots, respectively. While Mumbai Mirror and The New Indian Express have seen a decline in AIR, 3.82 per cent and 2.32 per cent, respectively; The Tribune has seen a growth of 1.02 per cent in its AIR at 594,000.

6 out of top 10 dailies see decline in Andhra Pradesh

Dailies in the Andhra Pradesh market have not put up a good show as per the IRS Q3 results, with six of the top 10 dailies seeing a drop in AIR. While Telugu daily Eenadu leads the field, Deccan Chronicle is the most read English daily. The paper is placed fourth in the overall list. Interestingly, Urdu daily Siasat has also made it to the top 10 dailies' list.

Eenadu maintains its dominance in the market with an AIR that is way ahead of the rest of the players in Andhra Pradesh. The paper has seen a marginal rise of 0.07 per cent in its AIR – from

6,087,000 in Q2 to 6091,000 in this quarter.

Following at No. 2 is another Telugu daily Sakshi, which has recorded an AIR of 4,816,000 in Q3, up 3.84 per cent from 4,638,000 in the previous quarter. Andhra Jyothi is ranked third, but has seen a 4.94 per cent decline in AIR at 2,251,000.

English daily Deccan Chronicle is at No. 4. The paper, too, has seen a fall in AIR – from 786,000 in Q2 to 753,000 in this quarter, a fall of 4.20 per cent. Vartha, which follows, has seen the steepest fall in AIR of 28.75 per cent – from 894,000 in Q2 to 637,000 in Q3.

The Hindu is ranked sixth with an AIR of 309,000 in Q3, down 4.92 per cent from an AIR of 325,000 in the previous quarter. The Times of India, which is at No. 8, has also registered a decline on AIR of 3.62 per cent at 133,000.

Telugu daily Andhra Bhoomi has seen the highest growth in AIR of 26.64 per cent in the Andhra Pradesh market. The paper's AIR in Q3 stands at 309,000 as against the Q3 figure of 244,000.

Growth story continues for Kannada dailies and magazines

The IRS Q3 2010 results bring good news for Kannada dailies and magazines, with both showing growth in Average Issue Readership (AIR). Among the top five dailies, all have shown positive growth, while among the top five magazines all except one have shown growth.

Vijay Karnataka leads with an AIR of 3,430,000, registering a growth of 4.79 per cent as compared to that of 3,273,000 in Q2. Prajavani is ranked second with a readership figure of 2,910,000 in Q3, as compared to 2,565,000 in Q2, a growth of 13.45 per cent. Samyukta Karnataka follows with an AIR of 1,131,000 in Q3, as compared to 984,000 in Q2 2010, registering growth of 14.93 per cent.

Kannada Prabha has seen a steep growth of 29.35 per cent in the third quarter, recording an AIR of 1,115,000 as against the Q2 figure of 862,000. Udayavani, which had seen an AIR of 854,000 in Q2, has seen a growth of 11.35 per cent in the current quarter and its AIR now stands at 951,000.

In the Kannada magazine space, Sudha leads with the AIR of 360,000 in Q3, a 2.85 per cent growth over its Q2 figure of 350,000. Grih Shobha, too, has recorded growth in AIR. The monthly magazine has seen an AIR of 215,000 in Q3, up 3.36 per cent from its Q2 figure of 208,000. Roopatara has seen an AIR of 211,000 in Q3, as against 207,000 in the previous quarter, a growth of 1.93.

Following Roopatara is the weekly Taranga, which has seen a growth of 9.49 per cent. Its Q3 AIR stands at 173,000 as opposed to 158,000 in Q2.

Mangala is the only one among the top five magazines to register a decline in readership. The weekly magazine's Q3 AIR stands at 143,000, a decline of 9.49 per cent over its Q2 figure of 158,000.

Kasturi, on the other hand, has recorded the steepest climb among magazines with a growth of 27.58 per cent at 74,000, from 58,000 in the previous quarter.

Mixed bag for Oriya publications

Oriya dailies have slightly improved their performance in IRS Q3 2010, as against the Q2 results. Two of the top five dailies have seen growth in readership in this quarter, as against four of the top five dailies registering a negative growth in Q2.

Sambad has yet again retained its numero uno position among Oriya dailies with an AIR of 1,538,000. However, the paper has seen a 4.23 per cent decline over its Q2 figure of 1606,000. Samaj follows at No. 2 with an AIR of 1,471,000 is placed at second position. Samaj has also seen a decline in its readership of 2.52 per cent, as compared to the Q2 figure of 1,509,000.

Dharitri, on the other hand, has recorded a growth in AIR of 4.92 per cent to retain its third position. Its Q3 AIR stands at 1,387,000, as against the Q2 figure of 1,322,000.

The Samaya has clocked an AIR of 297,000, a sharp drop of 12.90 per cent as against the previous quarter's figure of 341,000.

Anupam Bharat and Prajatantra have registered positive growth of 16.67 per cent and 6.19 per cent, respectively.

The top two Oriya magazines, The Saptahik Samaya and The Kadambini, have upheld their respective ranks. While there is no change in the readership figure of The Saptahik Samaya, which remains at 319,000, The Kadambini has seen a decline of 4.76 per cent in its AIR – from 84,000 in Q2 to 80,000 in this quarter.

Bengali dailies see red; periodicals put up a good show

In a case of reversal, magazines have pulled off a better show among Bengali publications as compared to dailies as per the IRS Q3 2010 results. Six of the top 10 dailies have seen decline in readership, whereas only two out of the top 10 magazines have registered decline in AIR figures in the third quarter.

Ananda Bazar Patrika is the top Bengali daily, however, it has seen a decline of 4.01 per cent in its AIR – from 6,539,000 in Q2 to 6277,000 in this quarter. Bartaman, at No. 2, has recorded an 8.21 per cent growth in its AIR at 3046,000.

Sangbad Pratidin, Ganashakti and Aajkaal follow at No. 3, No. 4 and No. 5, respectively. All three have recorded negative growth in readership.

Apart from Bartaman, the other Bengali newspapers to have recorded positive growth in AIR are Uttar Banga Sambad (15.96 per cent), Sambad (6.51 per cent) and Dainik Jugasankha (18.18 per cent).

Bengali language periodicals

have put up a good show. The top two weeklies, monthlies and fortnightlies have seen positive growth.

Karmakshetra is the most read weekly, and it has recorded a positive growth in AIR of 1.56 per cent at 846,000. Saptahik Bartaman is at No. 2 and has clocked a marginal growth of 0.56 per cent its AIR at 540,000.

Sananda is the most read fortnightly, followed by Desh and Anandalok. While Sananda has recorded a good growth of 14.13 per cent (Q3 AIR at 525,000), Desh has seen a growth of 1.07 per cent (Q3 AIR at 379,000) and Anandalok has recorded a growth of 3.65 per cent (Q3 AIR at 369,000).

Among Bengali monthly magazines, Sukhi Grihakon tops the list with a positive growth of 3.33 per cent. Paraashuno is second on the list, but has seen a decline in AIR of 11.32 per cent. Peshaprobesh and Bhraman at No. 3 and No. 4 spots, respectively, among monthlies, have recorded positive growth.

The newspaper market in Kolkata held little surprise in the third quarter results of the Indian Readership Survey. Ananda Bazar Patrika leads the list, followed by Bartaman, The Telegraph and The Times of India. Meanwhile, five out of the top 13 dailies have seen negative growth in this quarter.

Ananda Bazar Patrika has seen a marginal increase in its Average Issue Readership (AIR) of 0.83 per cent in Q3 at 2,807,000. Bartaman follows at No. 2 with an AIR of 1,002,000 in Q3, a 10.54 per cent decline as compared to the Q2 figures of 1,120,000.

English dailies The Telegraph and The Times of India are at No.3 and No. 4, respectively. The Telegraph has seen a marginal growth of 0.11 per cent in its AIR at 883,000, while The Times of India has seen a slight dip of 0.18 per cent and its AIR in Q3 stands at 559,000.

Bengali dailies Aajkaal, Ganashakti and Sangbad Pratidin follow at No. 5, No. 6 and No. 7, respectively. While both Aajkaal and Sangbad Pratidin have seen decline in AIR, Ganashakti has seen positive growth.

Among English dailies in Kolkata, The Telegraph is the most read, followed by The Times of India, The Statesman, The Economic Times and Hindustan Times. The Statesman has seen a 3.01 per cent fall in its AIR at 129,000. The Economic Times has recorded an AIR of 95,000, up 1.06 per cent while Hindustan Times has seen a 7.89 per cent rise in its AIR at 41,000.

Overall, the market has seen a decent growth with a mix of red (decline in AIR) and black (increase in AIR) in the chart.

Interestingly, Anand Bazar Patrika's AIR is greater than the sum of the AIRs of Bartaman, The Telegraph and The Times of India put together.

No surprises in the Kerala English dailies market

The Kerala market for the English dailies looks clean and uncluttered, even as The Hindu dominates the market. The news of The Times of India entering the market in alliance with Mathrubhumi has set the market abuzz. The New Indian Express is the second largest English daily (in terms of AIR numbers) in Kerala.

The Hindu is the most read English daily in Kerala with an Average Issue Readership (AIR) of 340,000 in IRS Q3 2010. The paper has seen a decline of 9.57 per cent over the Q2 AIR of 376,000. At No. 2 is The New Indian Express, which, too, has seen a decline in AIR – from 208,000 in Q2 to 201,000 in this quarter, a fall of 3.37 per cent.

On the other hand, Hindu Business Line at No. 3 has seen a growth of 9.09 per cent in its AIR at 24,000 in Q3. The Economic Times and Business Standard are placed at No. 4 and No. 5 spots, respectively. However, The Economic Times has seen a drop of 10.05 per cent in its AIR – from 21,000 in Q2 to 17,000 in this quarter. Business Standard's AIR stands at 2,000 in the current quarter.

The Times of India's entry in this market in alliance with Mathrubhumi is expected to change things quite a bit and could definitely affect a few of the existing players in the market. Mathrubhumi is the second largest (all language) daily in Kerala in terms of AIR. It is learnt that The Times of India could have access to their distribution and printing facilities.

Kerala is a market which seems very promising for the print industry as it has the highest literacy rate in India. The industry will keep a keen eye on The Times of India's entry here.

Top dailies in Tamil Nadu could not retain readership

Collectively, the Top 10 dailies of the state have lost 15.73 lakh total readership in the latest quarter.

None of the Top 10 dailies of Tamil Nadu have managed to retain their readership in this quarter. However, since the last one year, three dailies in the state, including Daily Thanthi, Dinakaran and The Times of India, have recorded gains in readership. The three dailies have together added 4.32 lakh readers during this period.

Also, while the Tamil dailies have added 6.14 lakh readers since IRS R2, 2009, English dailies have lost 1.65 lakh readers during this period. In fact, all the Top 10 dailies, except The Times of India, have shown loses in total readership in the state capital.

As per the latest quarter of IRS (IRS Q3, 2010), the No.1 daily of Tamil Nadu is Daily Thanthi, with total readership of 2.02 crore. The Tamil newspaper has registered a gain of 1.85 lakh readers since IRS R2, 2009. The daily has collectively added 2.41 lakh readers in Coimbatore, Madurai, Salem,

Tiruchirapalli, Tiruppur and the rest of TN, excluding Chennai and Puducherry, where the daily has lost 55,000 readers and 7,000 readers respectively during the last one year.

At No. 2 is Dinakaran, which has 36.44 lakh readers less than Daily Thanthi. This time, Dinakaran has recorded total readership of 1.65 crore in the state. The daily has lost readership in Chennai, Tiruchirapalli and Coimbatore since IRS R2, 2009.

The No. 3 position is taken up by Dinamalar, the biggest loser of the state. It has lost 5.48 lakh readers in the last one year. Dinamalar is 74.59 lakh readers behind Dinakaran. The daily has recorded a de-growth of 1.69 lakh readers in Chennai;19,000 in Salem; 20,000 in Tiruchirapalli; and 4.37 lakh in the rest of TN, except Tiruppur, Puducherry, Madurai and Coimbatore, where it has added readership.

The Hindu has climbed one step up the ladder and is now at No. 4, as opposed to the fifth position it had in the last quarter. The daily has total readership of 26.02 lakh - registering a loss of about 95,000 readers since the previous quarter. However, the daily had added 43,000 readers in the last quarter and 17,000 readers in IRS Q1, 2010.

Pushed to the No. 5 spot is Malai Malar, with total readership of 25.32 lakh. It has lost 2.17 lakh readers since the last quarter. The daily has lost readership in Chennai (81,000 readers), Madurai (8,000 TR), Puducherry (14,000 TR), Salem (10,000 TR), Tiruchirapalli (5,000 TR) and added in Coimbatore (4,000 TR) and Tiruppur (11,000 TR) since IRS R2, 2009.

Dinamani is again at the No. 6 position, with total readership of 20.10 lakh. The newspaper has lost 1.95 lakh readers in the last one year. Dinamani has registered a decline of 46,000 in total readership in Chennai; 23,000 readers in Coimbatore; 11,000 readers in Madurai; 9,000 in Puducherry; 14,000 in Tiruchirapalli; and 1,000 in Tiruppur in the last one year. The only centre where it has recorded a marginal growth is Salem.

At No. 7 is another Tamil daily, Tamizh Murasu, which has registered a loss of 2.86 lakh readers since IRS R2, 2009. It has total readership of 9.19 lakh in this quarter. In the last one year, the newspaper has lost readership in almost all the reporting centres of TN, with the exception of Tiruppur, where it has recorded a marginal gain of 4,000 readers.

The No. 8, No. 9 and No. 10 positions in the state are taken up by English dailies Deccan Chronicle, The New Indian Express and The Times of India, respectively. While Deccan Chronicle has total readership of 8.38 lakh, The New Indian Express has registered TR of 5.07 lakh and TOI has recorded TR of 3.81 lakh in this quarter.

Of the three English dailies, Deccan Chronicle and The New Indian Express have registered declines of 1.71 lakh and 19,000 respectively; only TOI has added readership in the last one year. TOI has recorded a gain of 15,000 readers during this period.

Eyeing young readers, 'Sarita' to undergo a facelift

Hindi fortnightly 'Sarita', the flagship magazine from Delhi Press Group, is set to hit newsstands in a new avatar from January 2011 onwards. In a bid to attract young readers and advertisers, the magazine is undergoing a design change and has adopted a new tagline: 'Har Pal Yuva'. Meanwhile, the Group has appointed Triton to handle its ad campaigns. While the periodicity and cover price of the magazine remains unchanged, there will be slight change in its editorial.

Sarita' is a magazine which has seen growth in readership over a period of time and has been able to engage young, both male and female, intellectually evolved readers.

"Most of the advertisers think that 'Sarita' is a women-centric magazine, however, this is not true. We carry content for both male and female readers in the 20-35 age group. 'Sarita' is more of socio-political magazine, which gives opinions. The new avatar is an attempt to correct the misconception of the advertisers," says Ananth Nath of Delhi Press Group.

'Sarita' was launched by the Delhi Press Group way back in 1945. The magazine is currently priced at Rs 25. Over the last almost six decades, the magazine has been covering a distinctive mix of articles on politics, social issues, business, fiction and humour.

Sahitya Akademi awards announced

Eight books of poetry, four novels, three collections of short stories, four works of criticism, one travelogue, an autobiography and a play were among the literary works in 22 languages that have won the Sahitya Akademi Awards for 2010.

The former Union Minister and Chairman and Managing Director of Mathrubhumi, M.P. Veerendra Kumar (Malayalam) has won the Award for his travelogue. Sahitya Akademi secretary Agrahara Krishna Murthy said the awards for Telugu and Maithili would be announced in a few weeks. He said the books were selected on the basis of recommendations made by a three-member jury in the respective languages. The awards, which include a cash prize of Rs.1 lakh, will be presented to the winners on February 15 next year during the Festival of Letters in the capital. The festival will also include a seminar on the works of Rabindranath Tagore.

Letters to the Editor

Thank you very much for the call. Nice interaction. The cover page layout, titles of the latest issue are wonderful and all the best for future endeavors.

Dr S Nagarathinam Ph.D
Dy. Editor Spl Content - Dinamalar
Madurai

No problem for the Oct-Dec issue even if it is delayed. Actually, we keep waiting eagerly for this journal's issues as it is so informative and one that can be termed so close to us.

Dr.Abhijit Bora
Associate Professor and HOD, Department of Mass Communication and Journalism
Tezpur University
Assam

The latest issue of VIDURA Oct-Dec 2010 has come off excellently. The articles chosen for publication are good enough and thought provoking for the media researchers and students of mass communication. The design and the layout for each article is meticulously planned. Congrats and hope that PII keep delivering VIDURA for media lovers always on time with varied and rich content like this.

Dr. C.S.H.N.Murthy
Associate Professor in Mass Communication and Journalism
Tezpur University
Assam

The October-December issue of VIDURA is excellent. Prof. M. R. Dua article (book Review) was quite interesting. As Prof. Dua had been a guide to number of Ph.D students. I am interested in getting in touch with him and obtaining some guidance from him, in my thesis. Please let me have his address/contact numbers.

Adv. Prof. Vasant M. Sapre
Coordinator and Centre Head
YCMOU University
Kolhapur

Congratulations for VIDURA`s very good and excellent lay out and page set up. After big gap I got VIDURA and surprised to see the entire look. I appreciate your and your team's efforts behind this entire change in VIDURA. The selection of articles, layout of pages, photos and cartoons used for getting a feel of the articles are excellent. We shall keep this issue in Library for the reading pleasure of the students from Journalism branch.

Dr Deepak Shinde
HOD Mass Communication & Journalism Department
SRTM University, Nanded

I have read latest issue of VIDURA for Oct.-Dec. 2010. Readable with wide range of subjects and each article full of information, not bookish but from the field - that's my view about your magazine. In particular, the illustrations are matching and well conceived and well brought out.

Prof. C.K. Sardana
Specialist Faculty Member,
Makhanlal Chaturvedi University, Bhopal

Yes, indeed both VIDURA and GRASSROOTS have made a mark in the present atmosphere of turmoil in the country. Therefore, I agree such journals need to be strengthened.

E.P. Menon
India Development Foundation
Bangalore

Please send-in your comments / suggestions to murali@pressinstitute.in

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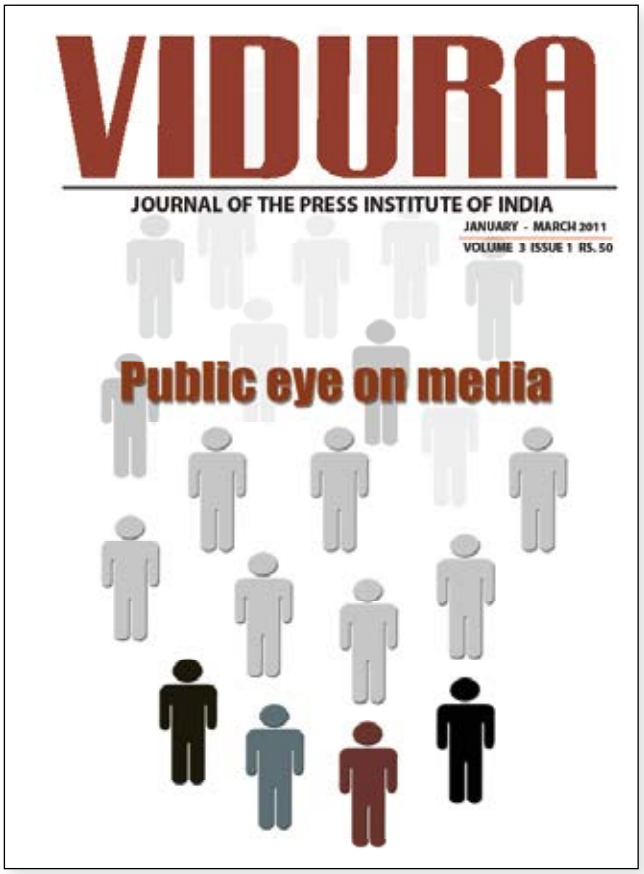

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